

# THE ARCHITECT

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· VOLUME X · NUMBER 5 ·  
· NOVEMBER · 1915 ·

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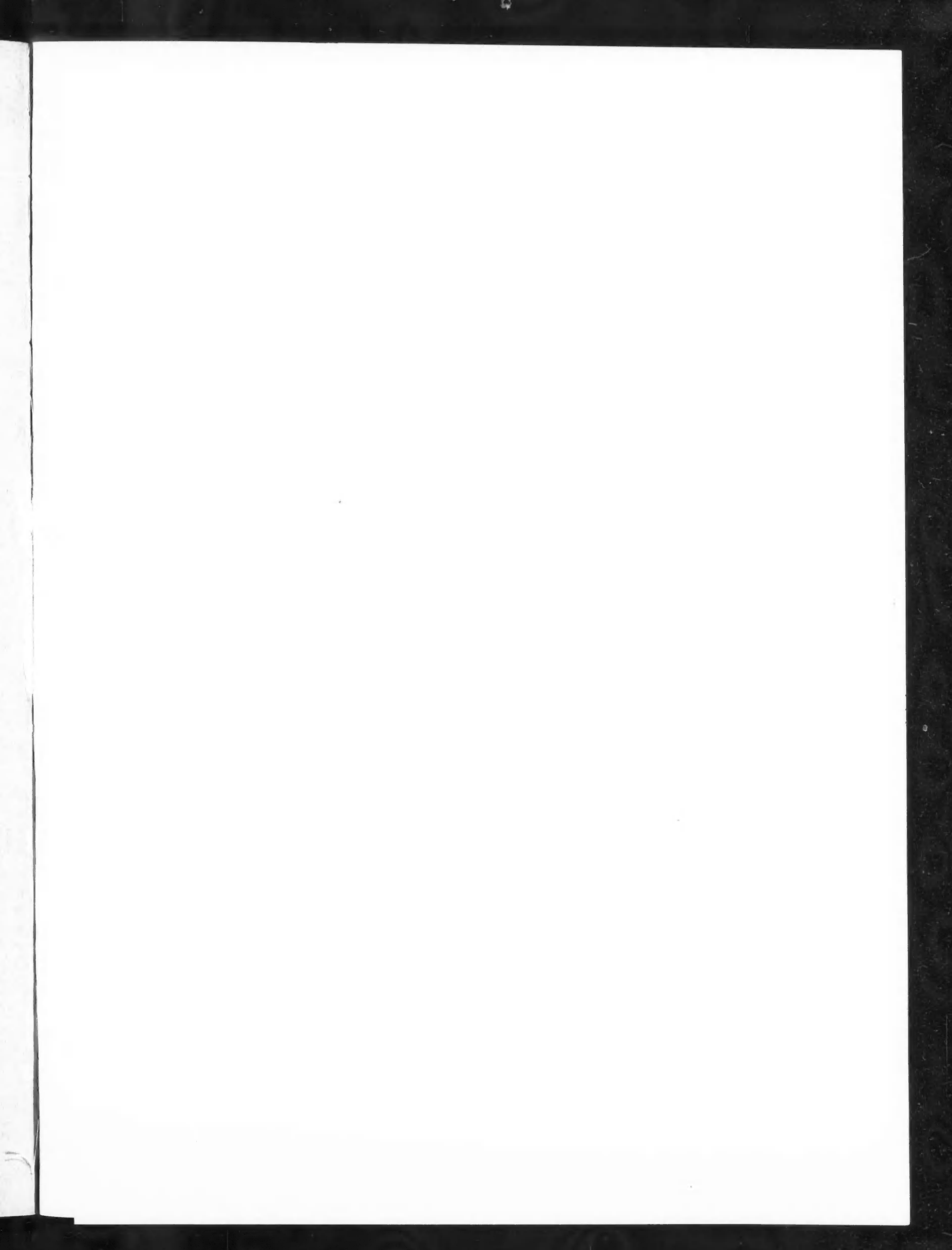
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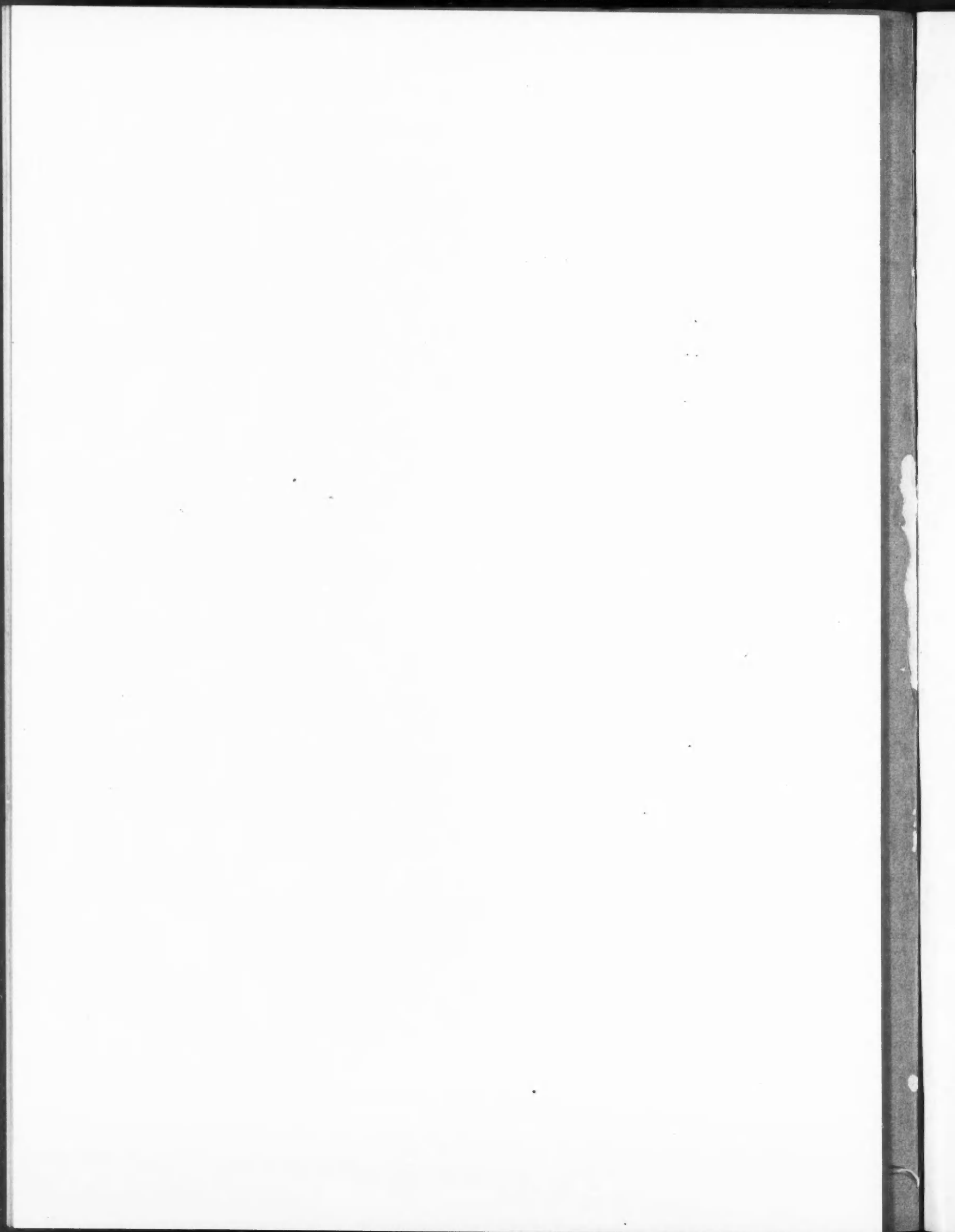
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## Editorial

### To Build Strong Organization.

The most important result emanating from the recent visit in San Francisco of officials of the American Institute of Architects, is the creation of a new enthusiasm, a more unified spirit, and a desire, on the part of San Francisco Chapter members, to cooperate in promoting the welfare of their chapter. In other words, the visit has provoked a new willingness and inclination, through which western architects will put their shoulders to the wheel for the purpose of accomplishing real and definite results, leading not only to the betterment of general affairs, appertaining to the profession of architecture, but to the promulgation of a wider spirit of helpfulness toward one another.

As an evidence of the good work to follow, was the last meeting of the San Francisco Chapter, where unanimous spirit of enthusiasm and activity prevailed. Not only was the attendance of regular members much larger than usual, but a strong desire prevailed for the upbuilding of an organization that promises much good for the future. San Francisco Chapter is destined to become one of the strongest and most influential bodies of its kind in this country. With so many able and earnest workers, all pulling for the same cause, no other outcome is possible, and it is with pleasure that we look ahead to the building of a strong and helpful organization.

Needless to say, the visit of President Sturgis and his friends, provided considerable pleasure for those archi-

tecs who were fortunate in meeting the visitors in joining in the entertainment arranged for the occasion. It is to be hoped that we may see more of Mr. Sturgis and his co-workers of the East, and that their next visit to the Coast will not be far off.

\* \* \* \* \*

### General Business Revival Is Noted.

Coming on the heels of a protracted period of business depression, it is extremely gratifying to note the stimulæ that has been given to all branches of trade during the past two months.

Reports from New York show that a general revival of freight traffic, unequaled since 1907, has been felt by almost every railroad entering New York City, or the terminals of the New Jersey shore, across the Hudson River.

Tonnage on the more important railroads has increased to as high as forty per cent. The New York Central lines report that business is so good that hundreds of extra men have been added to handle the traffic.

Reports from New York, while not immediately affecting business on the Pacific Coast, nevertheless, point the way for increased activity, that is certain to make its way west. New York City is the nucleus around which waves of good business find source. Experts see in New York's trade a barometer for general business conditions in all sections, and a goodly movement of freight is the best mercurial for an upward trend.

True it is, that the great crop-producing sections form the basic foundation for good or evil in the business world; nevertheless, the slightest fluctuation or change in any sort of crop condition, is at once recorded in the New York market, and the railroads are the first to feel the effects. The activities of the New York marts augurs good business for the Pacific Coast.

\* \* \* \* \*

### American Builders' Week Is Success.

American Builders' Week at the Panama-Pacific International Exposition will go down in history as a convention made memorable by a gathering of builders, unprecedented in point of numbers and interest. To Architect G. Alexander Wright of San Francisco is accorded high praise for the success of the meeting, as his efforts constituted the chief work in preparation for the splendid assembly.

## Meier and Frank Company Building.

The Meier & Frank Company Building, illustrated in this issue, cost, including fixtures, \$1,500,000. Brick and terra cotta was used for exterior facing.

In area the building is equal to eleven acres of floor space. Twelve stories in height, it occupies a square block. Architects Doyle and Patterson, of Portland, combined the latest triumphs of architecture with the most modern methods of business efficiency in department stores.

Three main doorways provide means of exit and entrance to the building; one each on Morrison, Fifth and Alder Streets. Fire escapes of unobtrusive design, with gravity stairways, afford easy descent to the sidewalk in cases of emergency. The three main entrances are protected by glass and steel marquees.

The three upper stories provide room for a model grocery and bake shop, and a series of restaurants, which are distinctive features. Mechanical and storage devices also find space here. General merchandising departments are located in the basement and on the first eight floors.

Plenty of show window space has been allotted, and they are so designed as to furnish natural lighting to the main floor.

As transportation problems are just as important in a department store as are the problems of street traffic, considerable study was given to overcoming the bad features thereof. The escalator found favor with the architects and the latest design of this mechanical device was installed. Seven sections were placed in operation, three taking customers from the main floor to the fourth, and four, built on descending plan, taking them to the basement from the main floor. In addition to the escalators, ten new-type passenger-carrying elevators were installed which, including the six operating in the old and adjoining building of the Meier & Frank Company, now a part of the main store, makes sixteen machines altogether in this new building.

The stairways are completely shut off from the building, being built inside of a shaft, encased in steel. Heavy steel doors protect all stair openings.

Probably one of the most modern installations in the building, and, for that matter, the last word in such construction in this country, is the installation of the cash tube system. An idea of the extent of this installation can be gained from the accompanying photograph of the

Meier & Frank battery. The tubes travel at the rate of a hundred feet per second, by the impetus of compressed air. The tubes converge at a long switch board, located in the basement.

A series of cashiers are on the receiving end of these tubes, where change is quickly made. The head cashier sees that the cartridges are removed from the tubes promptly, that the right change is made and made speedily, and that the tubes go back to their proper destination. A mechanical device registers these things before the eyes of the cashier, who can tell at a glance whether the under cashiers have allowed the cartridge to remain unduly long in the tubes.

For customers with charge accounts, a different set of tubes is used, holding the sales slip and operated directly to the main office.

A growing feature of department store construction, and one which has taken a great hold on the American public, is that section of the store devoted to the children's playground. Every convenience for the amusement and entertainment of the little folks has been furnished in the Meier & Frank Company store. A large corner of the fifth floor is given over to this play room, which is a veritable fairyland. Bird houses, fish ponds, and many other varieties of features, amuse the youngsters. The space even allows room for a large merry-go-round, which occupies the

center of the floor. The children's playground has been carried out in such realistic manner that an almost true-to-life beach is part of the equipment. The managers secured some real piling that had been in the river for years, building a dock out of this material, with water-stain on it. Back of the dock is an expanse of sand, and back of the sand is a deft painting of the sea, with big swells about to break into foam. Description of this sort of equipment may not impart "technical" information to the architect, but it does give an idea of the ingenuity of department store management and shows the need for thought along these lines in designing such buildings. The playground even includes a nursery for the babies, with small white beds where they can drink their milk, and rocking chairs for the mothers.

The design of the building includes an observation tower, equal in height to fifteen stories from the ground. On the ledge are painted arrows pointing to spots on the



Entrance to Elevators  
MEIER AND FRANK CO. BUILDING, PORTLAND  
Doyle & Patterson, Architects

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horizon, where the snowy mountains are visible, and giving the main distance and elevation of each. The tower is 210 feet from the side walk to the ledge, upon which people may lean and admire the view of the Willamette and Columbia Rivers, and the hills, which form the rim of the bowl in which the city is laid.

As representative of high business efficiency, connections are made with the telephone switch board, so that when any official is wanted, and is not in his office, a combination of colored lights is displayed on all floors, each official being given a combination of colors, and when the lights go on, he receives the signal and steps to the nearest telephone to answer the call.

The whole building is topped by a huge electric sign, standing forty-two feet above the roof. Each letter is fourteen feet high. Architect A. E. Doyle designed the letters for this sign, and it is estimated that about \$500 of gold leaf was used to cover the letters. The whole sign cost about \$5,000.

The section for the grocery department is ideal. The architectural design is pleasing, but, of more importance, is the acme of sanitary perfection. Great refrigerators, cooled with brine, are built in such manner that every ham, cheese and butter roll is plainly visible to the passerby. An open space at the foot is left under every fixture so that at nightfall the whole expanse of floor may be flooded and scrubbed. Plate glass protects all food stuffs from dust.

The "Dutch" room is a sort of lunch room for men, where small clubs of men may lunch and talk. The fixtures are of the conventional "Dutch" sort, fumed oak and broad window ledges. The general dining room, or as it is known, the "Colonial" room, is capable of seating two hundred people. A "Black and White" room is designed for tea parties and general gatherings of women. Even a lunch room is part of this big establishment, where patrons sit on high stools and munch sandwiches and doughnuts.

The Meier & Frank Company has been under one ownership and management for the past fifty eight years. The business was established by Aaron Meier on May 18th, 1857, at the corner of Front and Yamhill Streets. Portland had a population of 1280 at that time. In the spring of 1858, one year following the establishment of this store, four hundred and sixty votes were cast in an election for municipal officials. The assessed valuation

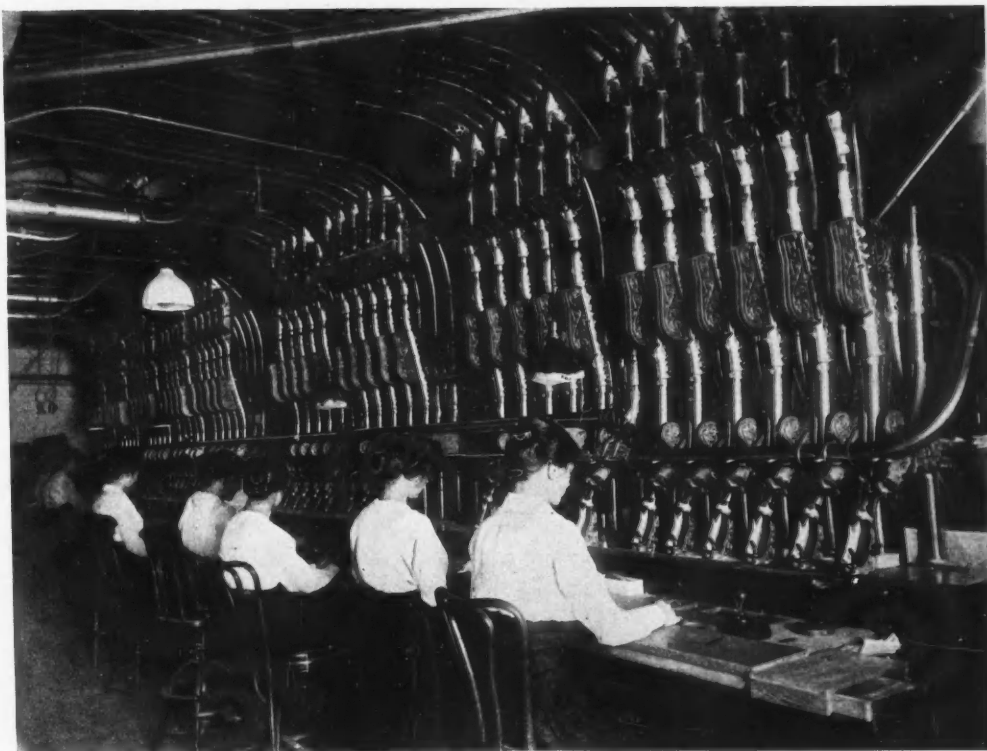
of Portland at the time was barely one million dollars. The store carried a general stock of dry goods and groceries, shoes and men's wear. In 1875 Sigmund Frank became a member of the firm and the store was moved to First street. Mr. Frank became president in 1892, following the death of Mr. Meier.

The Company constructed a new building at Fifth, Alder and Morrison Streets in 1898. Eventually larger quarters were provided for in the construction of a ten-story building at the corner of Sixth and Alder Streets. This new building, built in 1909, was followed shortly by the death of Sigmund Frank. It was then that Abe Meier succeeded him as president of the Company, Julius L. Meier being vice-president and manager.

The magnificent new building just completed represents the present day development and growth of the Meier & Frank Company.

The Meier & Frank Company has built on the roof of its new building what is said to be probably the most extensive employees welfare department in the United States. The whole roof has been placed at the disposal of the people who work for this company. An emergency hospital, where trained nurses, doctor and all necessary conveniences are established, is a chief feature. Dining room, where meals are served at absolute cost, recreation and reading rooms, and smoking rooms for men form part of the equipment.

"It pays us to take care of our people," was the way Julius Meier expressed it, "Even if the results do not show in increased sales and more work accomplished, it will pay us in contented employees and more faithful service."



Section of Convergence of Cash Tubes  
MEIER AND FRANK CO. BUILDING, PORTLAND  
Doyle & Patterson, Architects



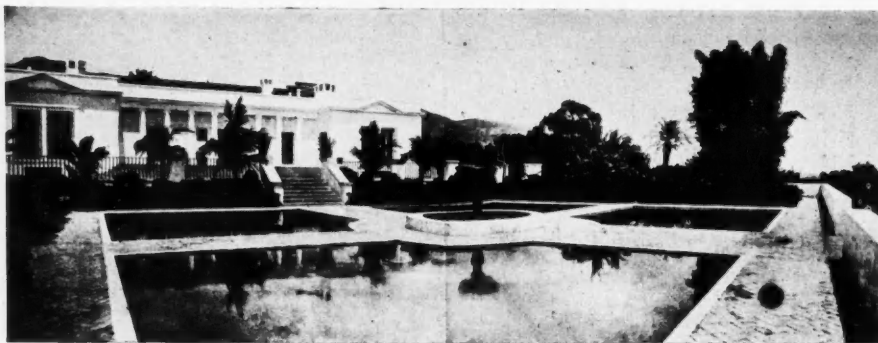
# Landscape Architecture, an Art With a History.

BY PROFESSOR J. W. GREGG  
DIVISION OF LANDSCAPE GARDENING, UNIVERSITY OF CALIFORNIA

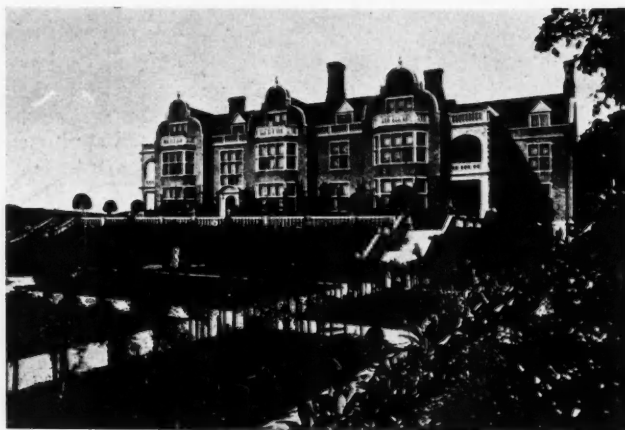
Definiteness was retained, but a large unity was introduced dependent more or less upon symmetry. Symmetry was almost lacking in mediaeval times, but in the later Renaissance was carried to extremes. Repetition was almost effectively employed. Shade and abundant water supply were always provided. Social conditions were ever in mind, in fact, the purpose of the Italian villa was largely social. These were not hunting lodges or merely aesthetic retreats, but places for social enjoyment of wealthy princes and prelates and their many friends. We can not mention here the many details thought of, but the villas of Lanti and D'Este, to mention only two of the more famous, show how perfectly all was considered.

As we go forward with the years we may follow the development in the landscape design of France and England, both countries feeling to a more or less degree the influence of the Italian Renaissance, France even more than England. In the latter country more evidence of mediaeval influence and motives are to be noted. In the Italian villa and its grounds we have a single and very highly developed unit of rather limited size larger than the mediaeval unit to be sure, but still domestic in its scale. In France, while this Italian influence, is noted at first, it soon spreads to a much more vast conception. The motives of the great French landscape designers were the wealth and power of their nobility and their desire to express these two things in the surroundings of their

—Concluded from October issue.



"PANORAMIC" VIEW OF MAIN TERRACE "EL FLUREIDIS"  
Modified Persian in Santa Barbara



THE HOUSE OF HENRY W. POOR, ESQ.  
Jacobean Type in America



ON THE MAIN AXIS "EL FLUREIDIS"  
Modified Persian, Santa Barbara

palaces and chateaux by the extent of their finished grounds. They deviated from the Mediaeval and Italian design by adding unit after unit.

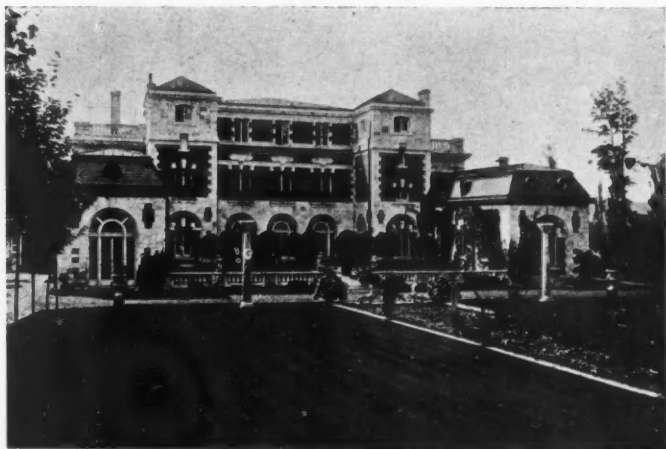
The topography being quite generally nearly level, all things were adapted to

this. Terraces became broader, greater areas of water were employed and the development of the chateau appeared. Here we have the mediaeval idea of the moat seized upon, formalized and elaborated to a great extent as at Fountainsbleau and Chantilly. The highly organized axial arrangement of the Italian school was retained in the French designs but the scale of everything was immensely enhanced. It became no longer domestic or human but superhuman, especially in the time of Louis XIV., the self-styled

Grand Monarch, who firmly believed he was something more than human. He had Le Norte and Mansard design Versailles and Chantilly with these motives in mind. In these estates there was a greatness and a strong and simple relation of parts one to another. The scale is always colossal and the emphasis is rightly enough, under the circumstances, placed not upon convenience but almost wholly upon appearance. The purpose was to express magnificence and was wholly for effect, and the results, while grand and impressive, are not as exquisitely interesting as in some of the Italian work.

Relatively little of this grand but superhuman style spread elsewhere, although it is somewhat in evidence at Hampton Court in England and Schoenbrunn near

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"BELLEFONTAINE," THE NORTH FRONT  
Italian Style in America

Vienna, and Wilhelms-hohe, respectively Austrian and German examples of this influence. This influence of Le Norte's style is evident not only in the later work of Haussman and Alphand and Andree at Paris, but to a certain degree of L'Enfant in his plans for the city of Washington.

English landscape design was as a rule more human, more influenced by mediaeval motives, and there was less emphasis placed upon the strictest axial and formal motives, and distinctly less symmetry than in either French or Italian work.

There was a good deal of unity withal and a very distinctive difference is shown as regards the planting. In the French formal work the gravel paths are the basis of the design and the parterres, fountains, basins, pools and other details are laid out or set out, as it were, in the midst of the gravel walks which are always very much in evidence. In the best English works the effects secured were quite the opposite. There is always the background or turf and foliage masses, upon which the paths are laid out as a much more incidental feature.

With this brief and altogether inadequate resume of the more salient principles of earlier landscape design before us, we can clearly determine chronologically three distinct periods over which the art can be traced in the succession of time over the world.

(a) The period of Antiquity,—from the earliest times to the beginning of the Roman Empire. (b) The period of the Middle Ages,—including the rise and fall of the Roman Empire, and (c) The period of Modern Times,—extending from the fall of the Roman Empire to the present day. In each one of these periods of time we find the art of landscape design

influenced further by the geographical, political and religious conditions of the times to such an extent that the result can be clearly traced out in our landscape architecture of the present day especially here in America. Our problems are many and varied and far removed in the character of the surroundings, climate and other conditions from almost all of those we have mentioned. The trained landscape architect in America uses his study of these earlier problems if he has the right spirit as a guide to correct principles solely. These earlier European landscape designers did this in their own case and were constantly and indefatigably searching for right principles or design applicable to the particular problem in hand. The best of them never slavishly copied others and we should not. We should use these right principles to secure distinctive American types of work. Let us now briefly consider some of the many classes or types of problems in landscape design met with in the practice of this profession in America today, and note how we are helped in their solution by this study of the past.

In the first place what may be termed domestic landscape architecture,—the designing or suburban and country estates and grounds. How varied these are, located on the rugged coasts of Mains, the tropic sands of Florida, amid the mountains and on the level prairies and amidst the semi-tropic conditions of the Pacific Coast. How make rules for such varieties of conditions? Manifestly no rule of thumb will answer. Right basic principles are of the utmost importance, however, and these are suggested by our earlier studies. From Egypt,

Continued on Page 226.



THE HOUSE OF HERMAN B. DURYEA, ESQ.  
The Grassed Walk, Looking South  
French Mall in America



"FAULKNER FARM"—THE POOL BEFORE THE CASINO  
Modified Italian Pool and Pergola in America



# Visiting Architects Stimulate Chapter Unity.

By SYLVAIN SCHNAITTACHER



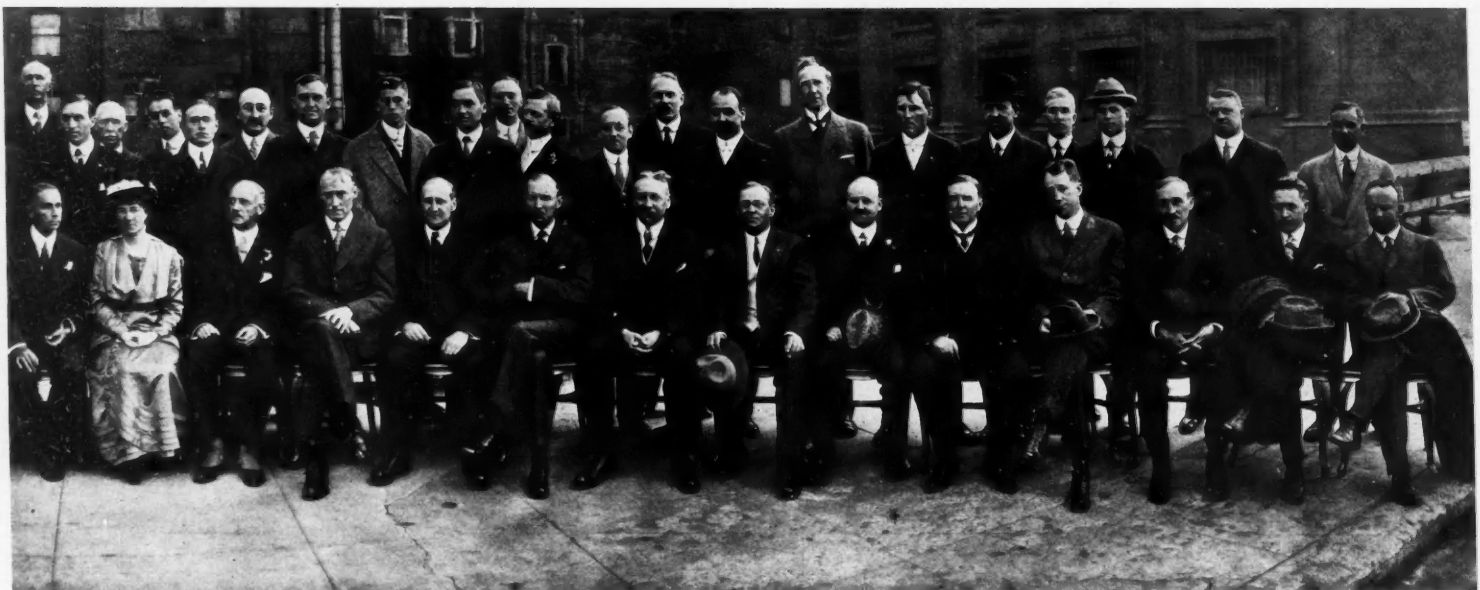
VISITING AND LOCAL ARCHITECTS, THEIR WIVES AND FRIENDS GATHERED IN SAN FRANCISCO  
Read from left to right, top row—No. 1—M. M. Bruce; 2—D. D. Kearns; 4—Austin Allen; 5—Herman Barth; 6—Edward Stoltz; 7—Walter Parker; 8—Herbert Mainzer; 9—Frederick Boese; 12—J. A. Drummond; 15—B. S. Hirschfeld; 22—C. Swain; 23—Will Shea; 24 A. E. Doyle. Seated—2—G. Page; 5—E. Garden; 6—T. J. Welsh; 7—E. J. Kraft; 8—D. C. Day; 9—Schofield; 10—Sylvain Schnaittacher; 11—Morgan; 12—Fenner; 13—Mrs. Fenner.

The American Institute of Architects' excursion to visit the Panama-Pacific International Exposition, San Francisco, and the Exposition at San Diego, arrived at San Francisco by steamer on the afternoon of October 6th. The party was under the Chairmanship of Mr. Julian Clarence Levi of the New York Chapter, and had stopped over at Minneapolis, Seattle and Portland en route. The following officials of the Institute were of the party:

President R. Clipston Sturgis of Boston, Treasurer John Laurence Mauran of St. Louis, Secretary Burt L. Fenner of New York, John Hall Rankin of Philadelphia, W. R. B. Wilcox of Seattle and Octavius Morgan of Los Angeles.

A meeting under the auspices of the San Francisco Chapter was held in the Italian Room of the Hotel St. Francis on October 8th. In addition to the visiting party

Continued on Page 234



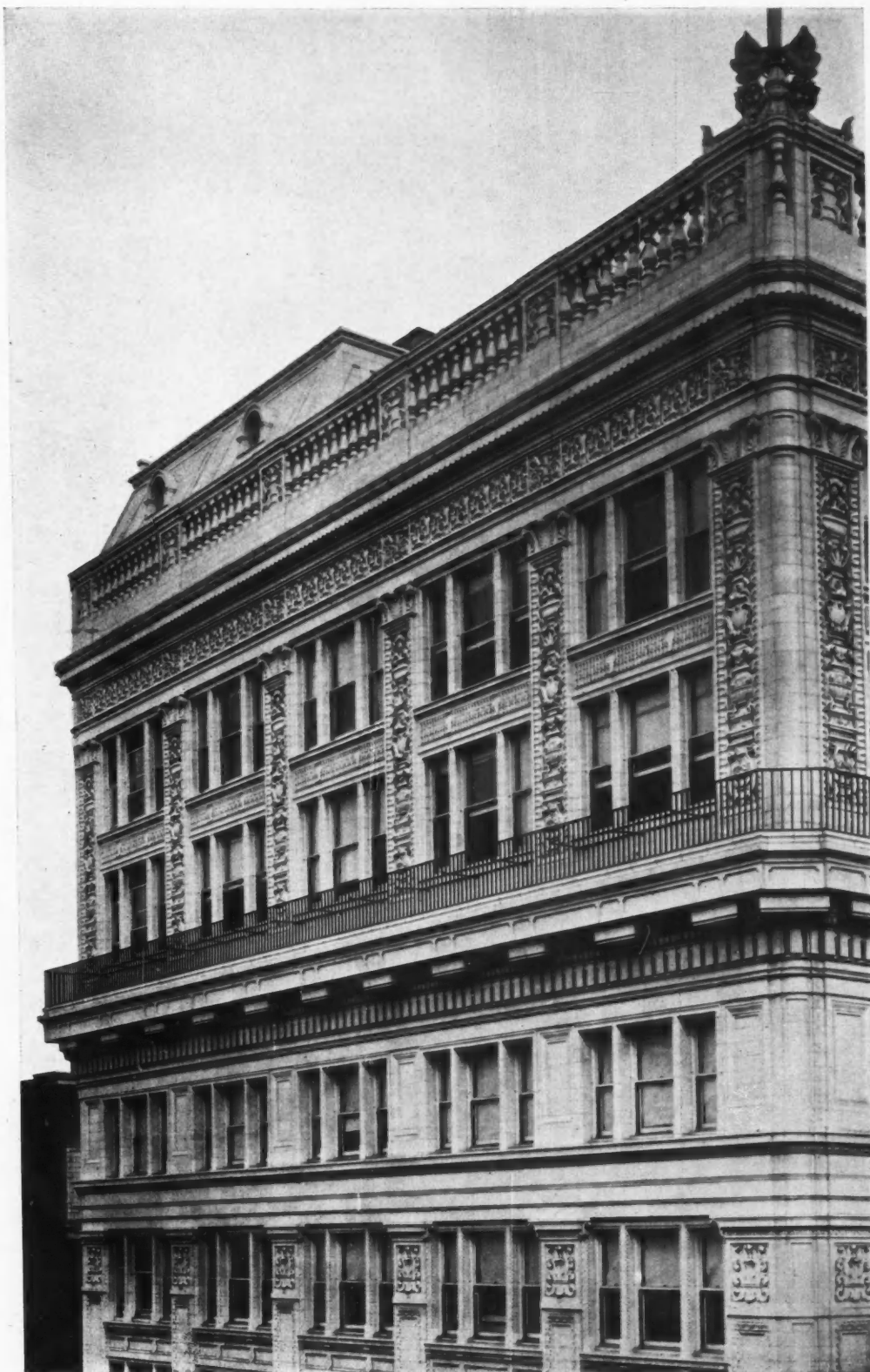
Read from left to right, top row—No. 1—Stead; 3—T. C. Young; 6—Smith O'Brien; 9—Bellows; 11—C. A. Mussdorfer; 12—Julian Clarence Levi; 13—White; 14—Widdowson; 15—Hodges; 16—Glidden; 17—Backus; 18—Naramore. Seated—No. 1—R. Clipston Sturgis; 2—Mrs. Wm. B. Faville; 3—Mauran; 4—Wm. B. Faville; 5—Wilcox; 6—Rankin; 7—Wm. Mooser; 8—Oscar Haupt; 9—T. P. Ross; 10—Matt O'Brien; 11—J. Dunn; 12—Wm. Binder; 14—John J. Donovan.



MEIER & FRANK COMPANY DEPARTMENT STORE, PORTLAND  
DOYLE & PATTERSON, ARCHITECTS







UPPER STORIES  
MEIER & FRANK COMPANY DEPARTMENT STORE, PORTLAND  
DOYLE & PATTERSON, ARCHITECTS

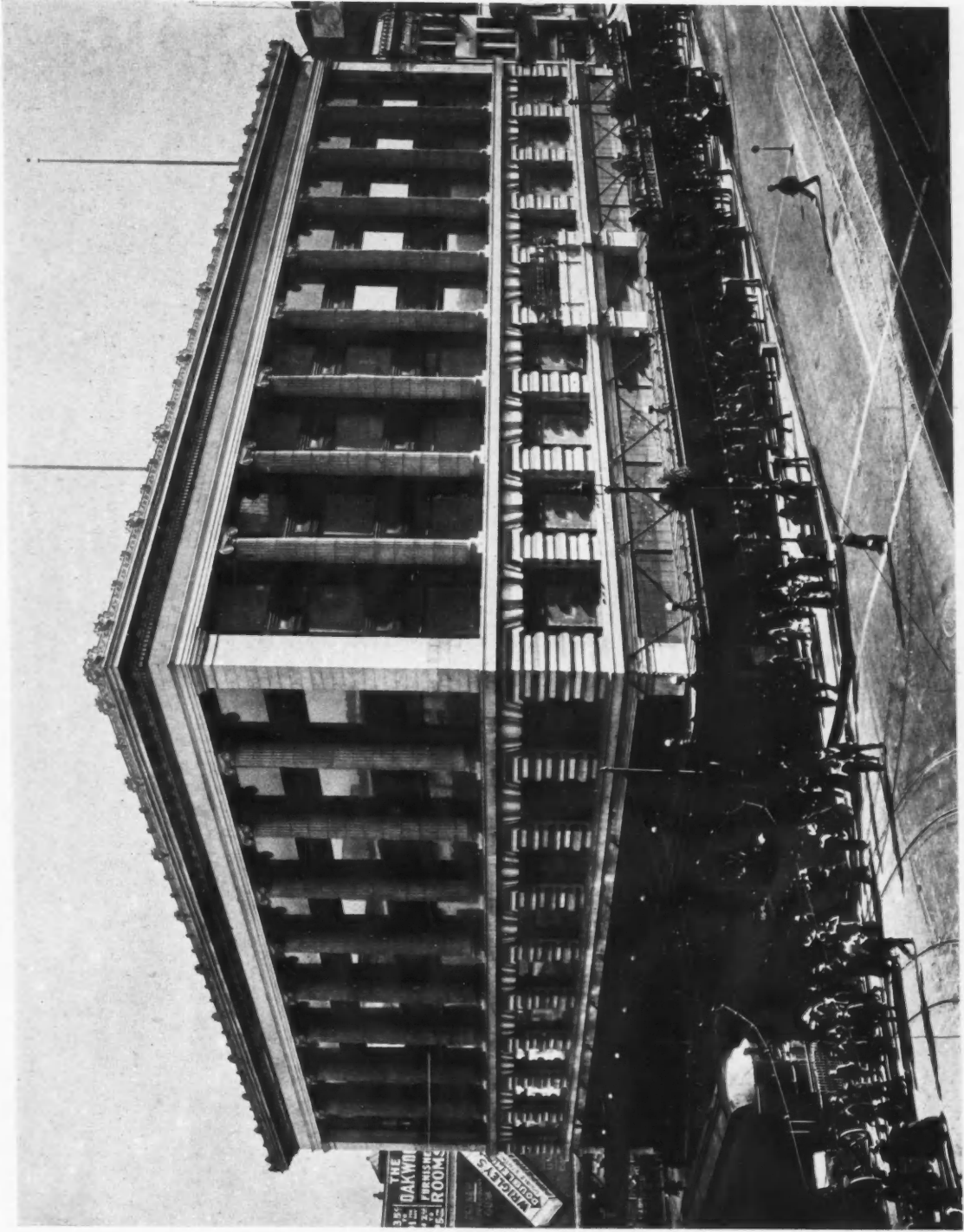


INTERIOR FIRST FLOOR

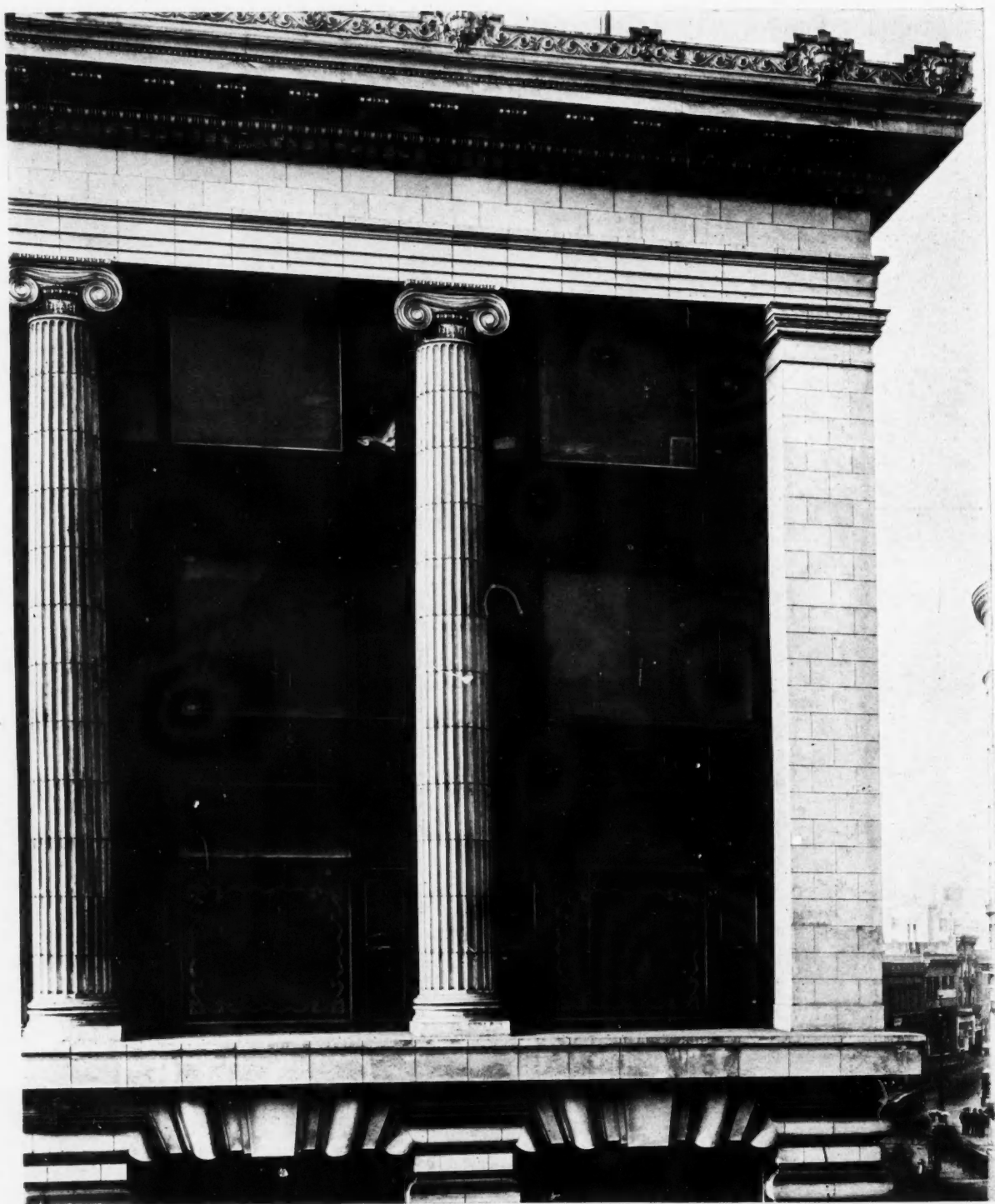


FIFTH STREET ENTRANCE  
MEIER & FRANK COMPANY DEPARTMENT STORE, PORTLAND  
DOYLE & PATTERSON, ARCHITECTS

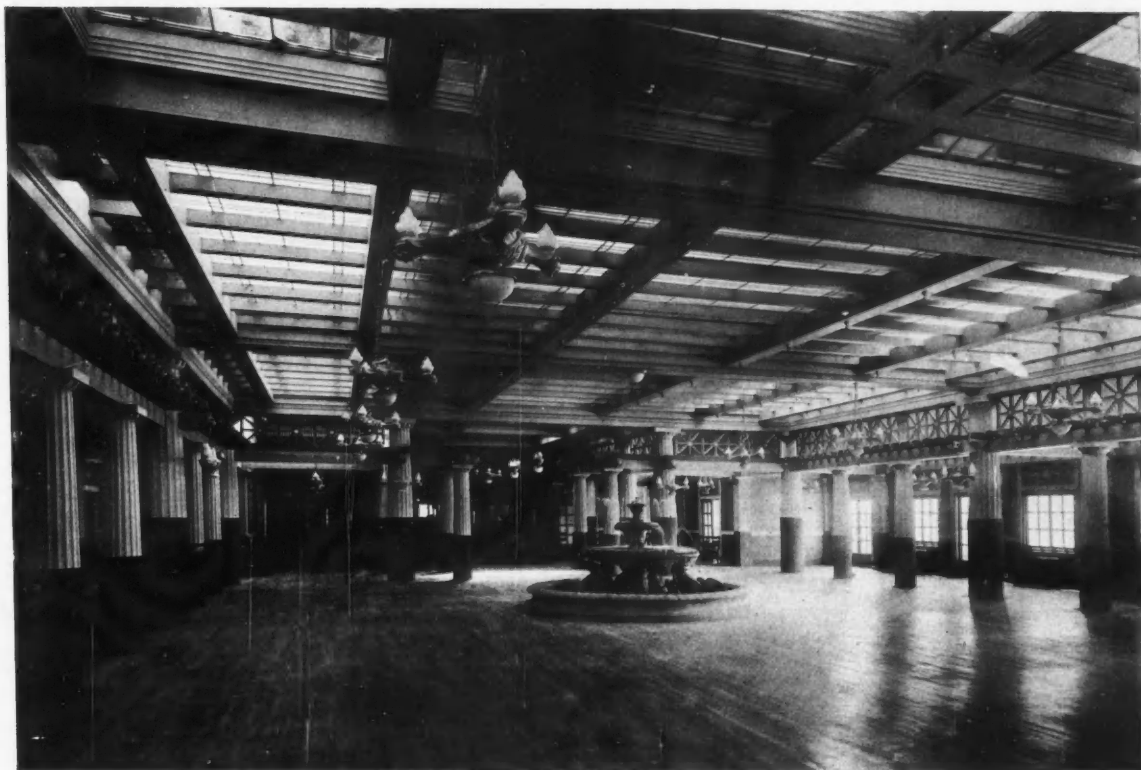




HALE BROS. BUILDING, SAN FRANCISCO  
REID BROS., ARCHITECTS



DETAIL OF UPPER STORIES  
HALE BROS. BUILDING, SAN FRANCISCO  
REID BROS., ARCHITECTS



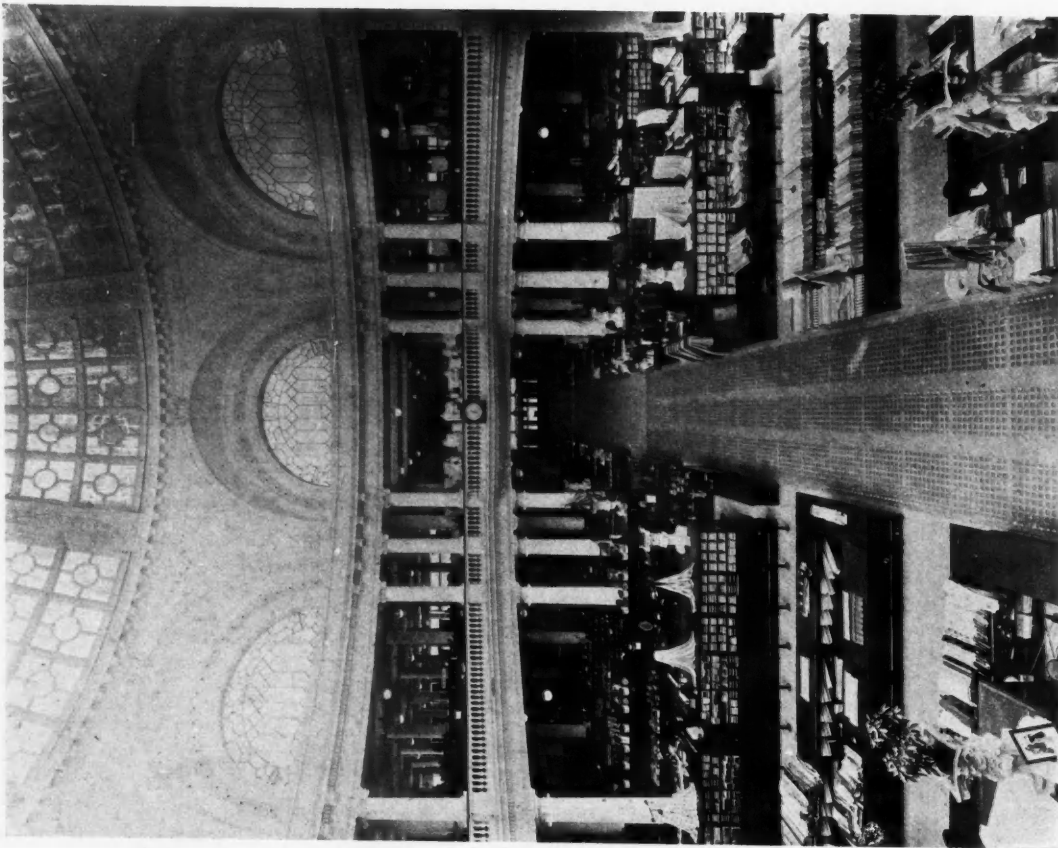
POMPEIAN COURT  
HALE BROS. BUILDING, SAN FRANCISCO  
REID BROS., ARCHITECTS



ARCADE  
THE EMPORIUM, SAN FRANCISCO  
ALBERT PISSIS, ARCHITECT

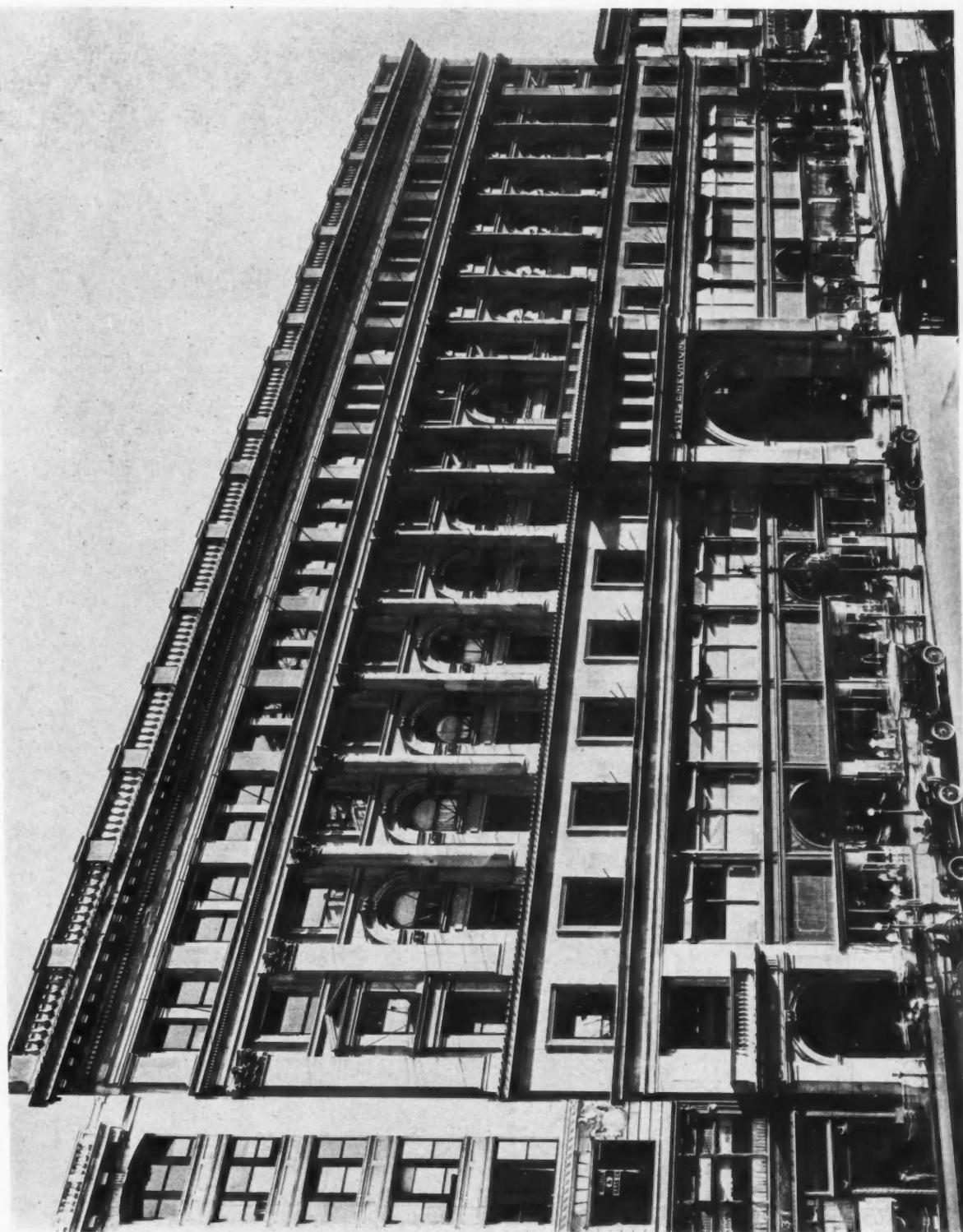


DETAIL OF MARQUEE AND MAIN ENTRANCE DOORWAY  
HALE BROS. BUILDING, SAN FRANCISCO  
REID BROS., ARCHITECTS



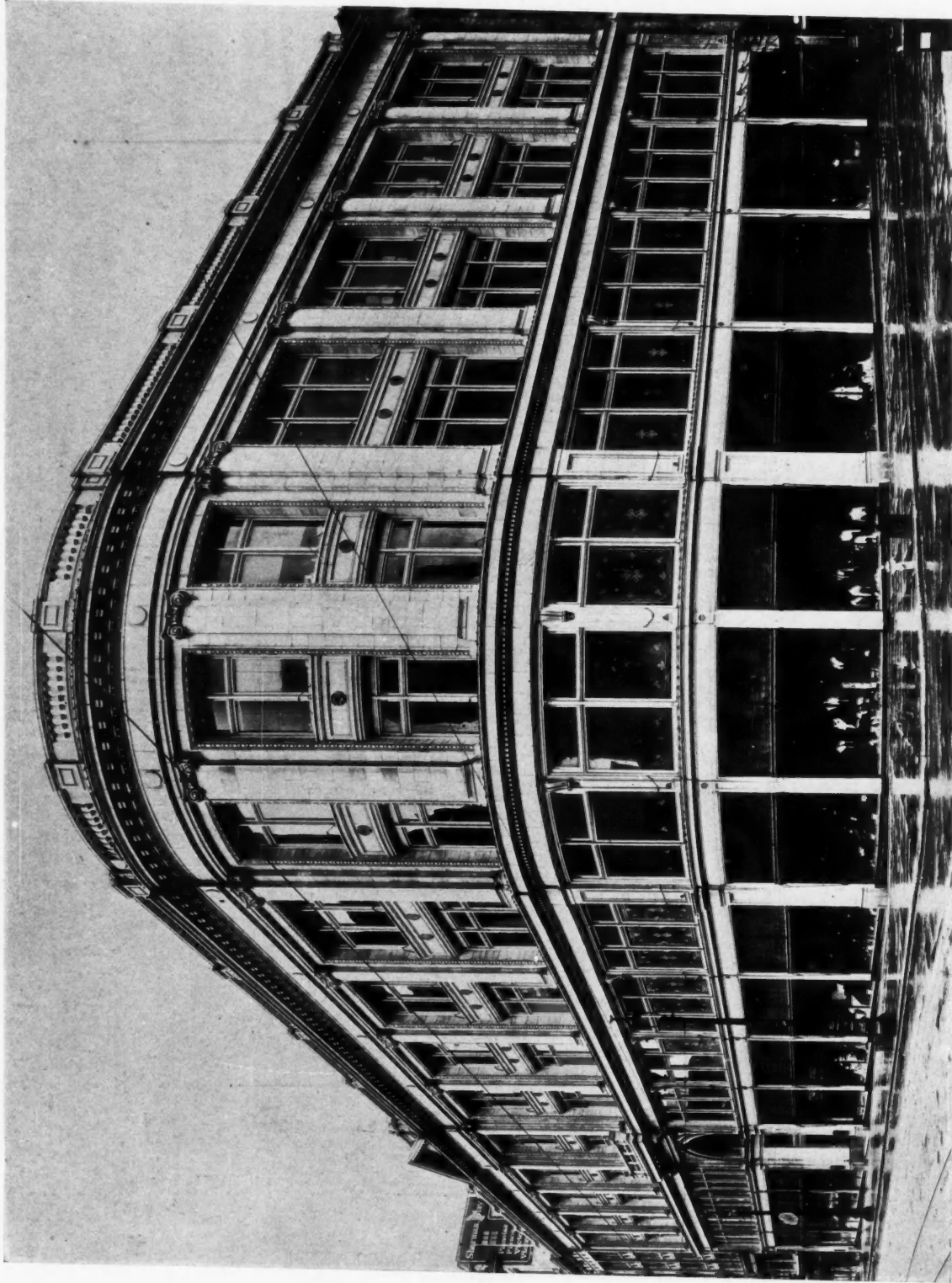
INTERIOR VIEW SHOWING PORTION OF GREAT DOME  
THE EMPORIUM, SAN FRANCISCO  
ALBERT PISSIS, ARCHITECT



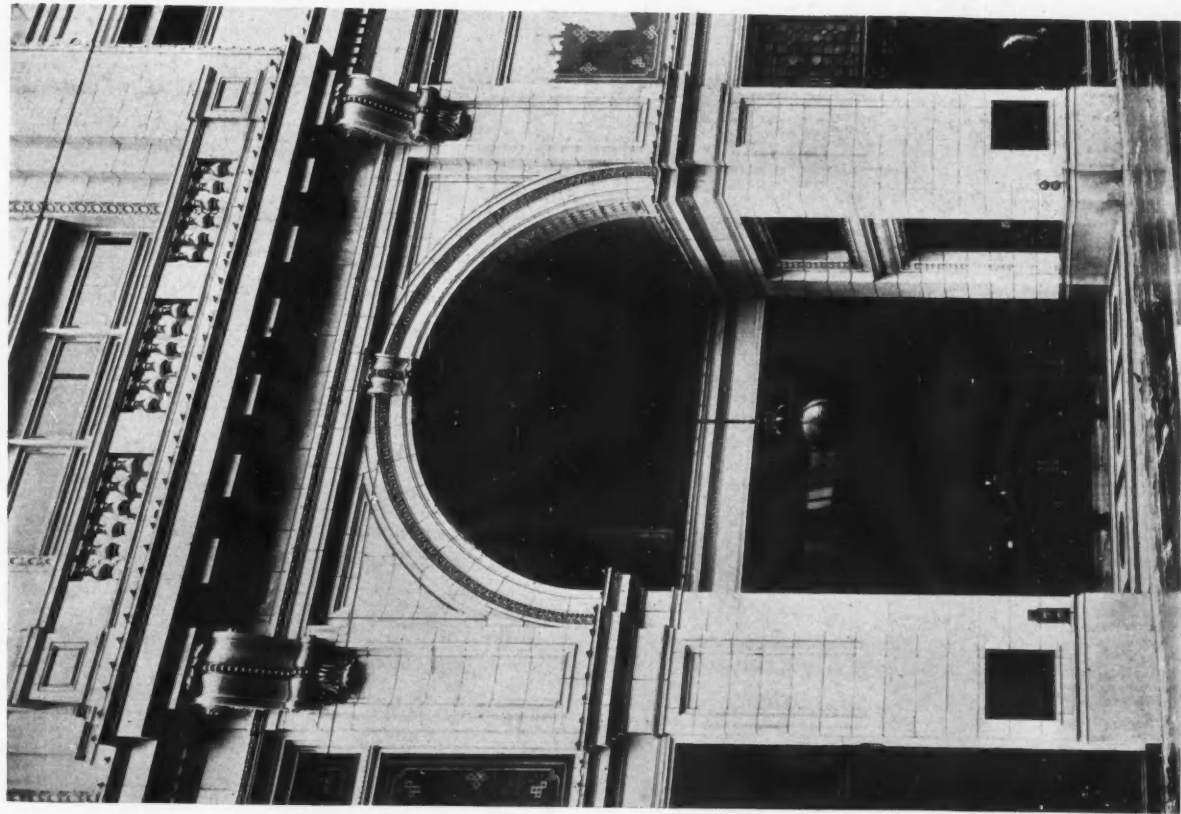


THE EMPORIUM, SAN FRANCISCO  
ALBERT FISSIS, ARCHITECT





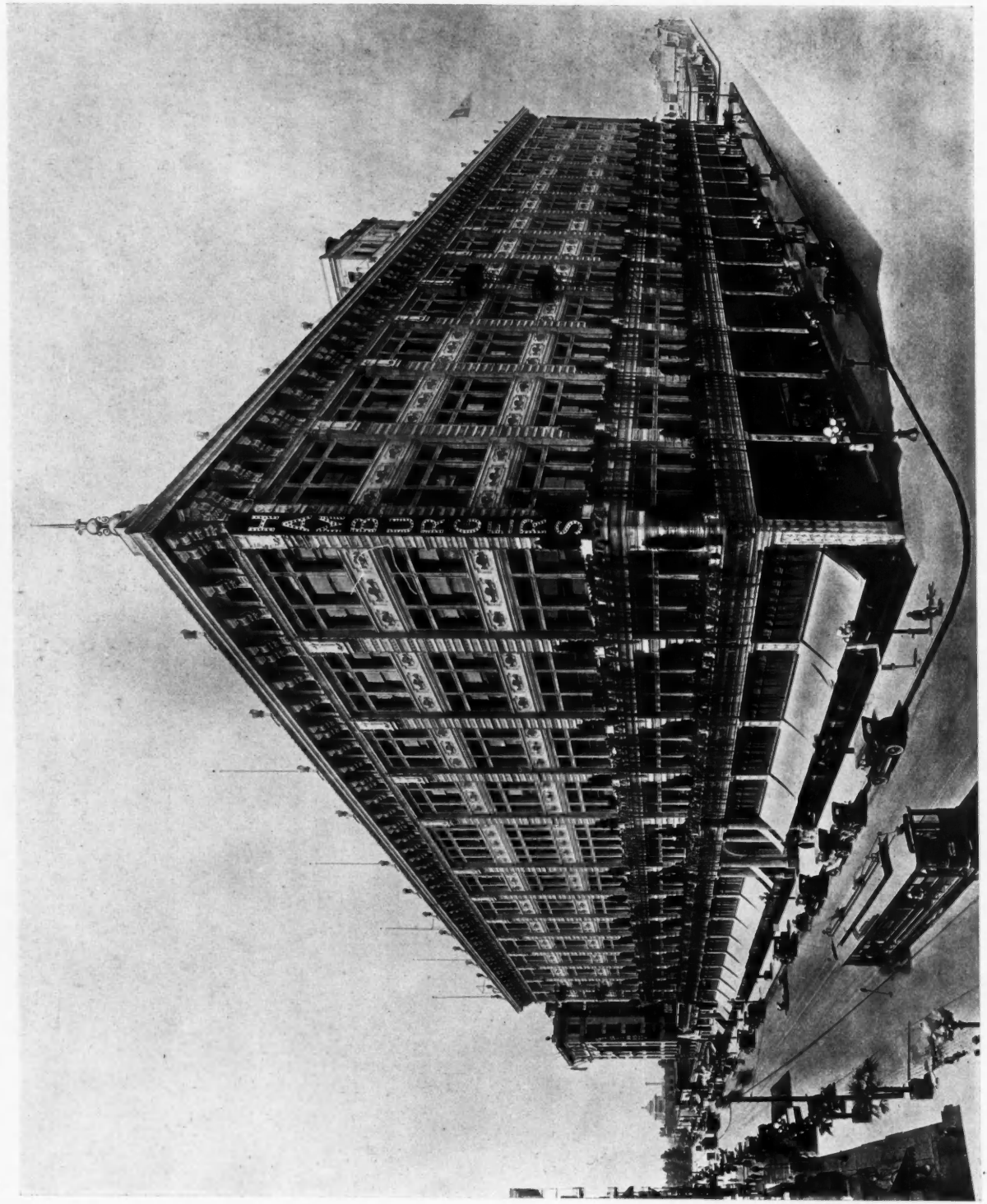
THE WHITE HOUSE, SAN FRANCISCO  
ALBERT PISSIS, ARCHITECT



MAIN ENTRANCE  
THE WHITE HOUSE, SAN FRANCISCO  
ALBERT PISIS, ARCHITECT

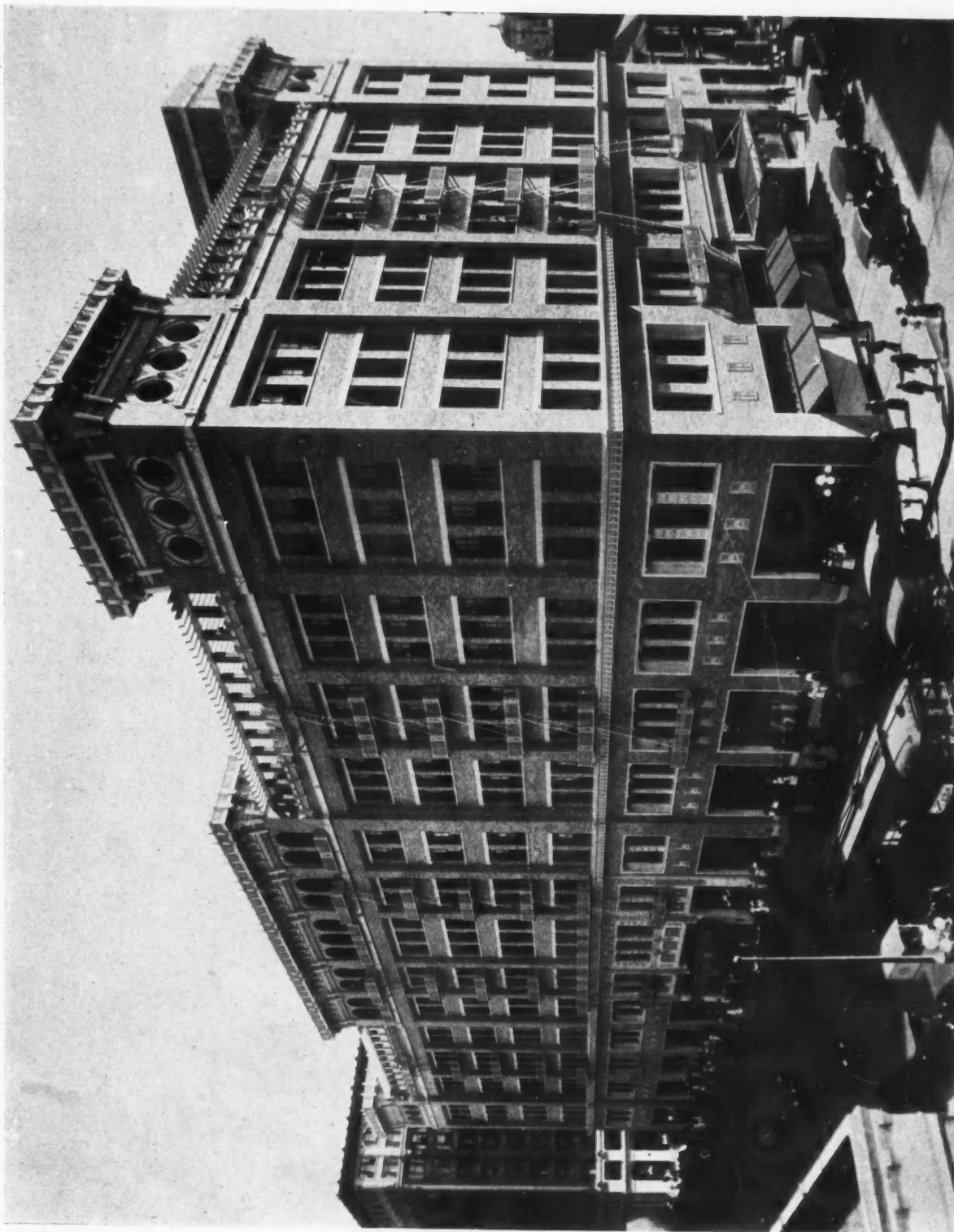


MAIN ENTRANCE  
HAMBURGER'S DEPARTMENT STORE, LOS ANGELES  
A. F. ROSENHEIM, ARCHITECT

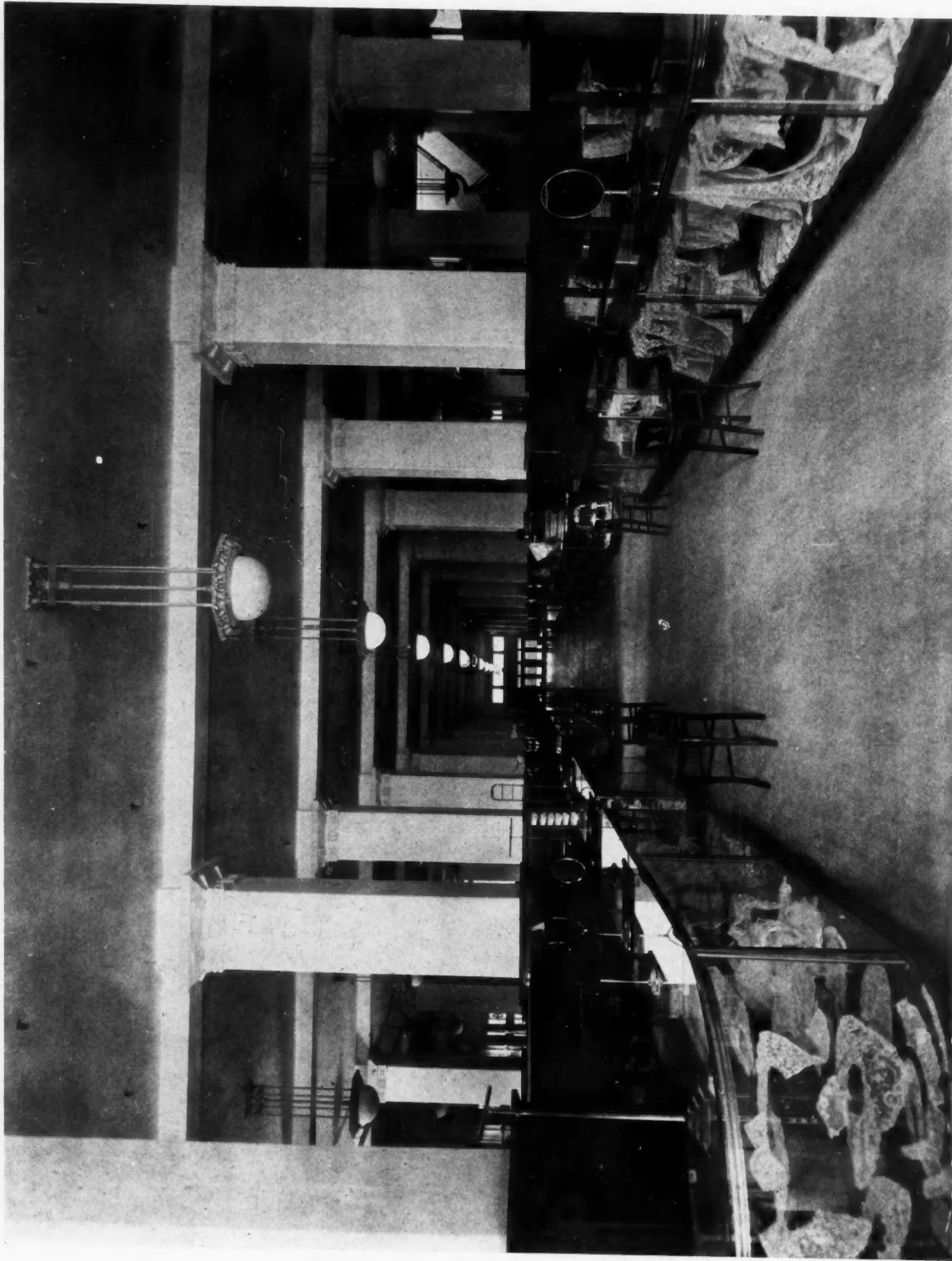


HAMBURGER'S DEPARTMENT STORE, LOS ANGELES  
A. F. ROSENHEIM, ARCHITECT





ROBINSON BUILDING, LOS ANGELES  
NOONAN & RICHARDS, ARCHITECTS AND ENGINEERS



GENERAL VIEW OF INTERIOR  
ROBINSON BUILDING, LOS ANGELES  
NOONAN & RICHARDS, ARCHITECTS AND ENGINEERS





BULLOCK'S STORE, LOS ANGELES  
JOHN PARKINSON and EDWIN BERGSTROM, ARCHITECTS  
ROLLAND H. HESS, DESIGNER OF EQUIPMENT



BROADWAY DEPARTMENT STORE, LOS ANGELES  
JOHN PARKINSON and EDWIN BERGSTROM, ARCHITECTS

## Architectural Treatment of a Modern Store.

The basic idea governing the treatment of a dry goods store problem may be conceived from its purpose—a ladies' shopping building. This makes appropriate a differentiation in exterior appearance from the ordinary types of commercial structure. As lighting is a special consideration, both interior and exterior requirements may be served well by cutting the window openings in numerous small units, and again subdividing the sashes themselves into numerous small units.

Treatment of each floor as a unit, from the employees' standpoint, with locker rooms, toilet accommodations, etc. for all employed on the floor, provides for comfort and efficiency.

Merchandise stock in the seven story Robinson building is centered on the sixth floor, to which trucks are taken direct for unloading on a special freight elevator opening on the street. On the lower floors the treatment of the space in squares, with display fixtures around the periphery of each square, allows each department to carry in the center of each square a liberal reserve stock, eliminating possible delays in service. Every sales section is equipped with cash register company telephones and charge telephone, the latter operated under the system devised by the National Cash Register Co. These telephones are at the wrapping station in the center of each sales square, and connection is made at this central point with the chute to the delivery department in the west end of the basement. Each square is so equipped that all stock, whether display or reserve, may be fully enclosed in the specially designed fixtures, so that it is unnecessary to spread sheets at night.

Comfort and convenience of customers are served by special arrangements in very large variety. This service begins exteriorly in provision for those coming to shop in automobiles, who may drive down a moderate incline to a section of the basement and park their machines, in care of an attendant, obtaining direct access to the shopping floors by elevator. Space is allowed for 150 automobiles. Two spacious special entrances give direct access to the basement which is to be devoted to special "bargain" merchandise of interest to persons who are not always regular customers on the floors above.

Outgoing customers will have their carriages called for them by an electrical numerical call, here adopted to store use for the first time, although it has become familiar to the New York City theatregoers.

The rest room on the second floor is very spacious, 70 by 60 feet, commanding the best views from the building, on Seventh Street and Grand Avenue. Equipment includes writing desks, chairs and lounges of very comfortable types, and the room is entirely shut off from the rest of the floor.

Adjoining the rest room is the "beauty department," which is in equipment something in advance of purely isolated establishments for a similar purpose. The unique hair dressing department is finished in marble and tile, and is not only supplied with the modern electrical equipment, but has new features in plumbing equipment for service. Each room has pipes and faucets for six distinct services, hot and cold ordinary water, hot and cold distilled water, and, something entirely new, hot and cold shampoo mixture. Use of cans and receptacles

of any portable, inconvenient and unsightly character is thus made entirely unnecessary.

The seventh floor has for customers a very large dining room, lighted on East, North and West, and opening on east and west sides through series of French doors to roof gardens, with porches.

The desire of customers for exclusive and private service is recognized by not only providing in the design for privacy, but for service which may be complete without any necessity for interruptions, or journeying about the building. In the jewelry department there is a special service room in the center of the square. In the millinery, ready-to-wear, mourning, and infants' departments, customers may be waited on in specially designed French rooms, in direct connection with special stock, work and fitting rooms, so that fittings and alterations may be made without calling upon the resources of the general work rooms and fitting rooms massed on the fifth floor.

The elevators include several unique points. Possible hesitancy of timid ladies who may have their nerves affected, as some do, by the sight of motion, is guarded against by making the cars entirely enclosed. Indirect lighting is used, a new treatment giving the best effect in an all-enclosed, enamel decorated car. There are eight passenger elevators, and two additional shafts, completely equipped except for the machinery, which may be added when the growth of patronage requires their service.

Lighting of the most advanced type is employed in numerous ways to facilitate accurate serving of customers' requirements. The show case lighting throughout the building is by Linolite lamps, with Farink and mirror reflectors, all French rooms having concealed, indirect lighting. The most interesting light is in the special room provided in the dress goods department where fabrics can be shown in any conceivable condition of light as to its intensity and color. For example actresses can duplicate special peculiar conditions of light which they will have to encounter upon the stage. The illumination produced by moonlight and Japanese lanterns for any festival or any other requirements, can be imitated. Light from the lamps is projected through screens on to the diffusing screen which practically forms the whole ceiling. The current for every different color, goes through a dimmer which controls the density so that the resultant tint composed of any desirable brilliancy and intensity of pure colors of the spectrum may be produced by electrical manipulation. The general lighting plan has been throughout to produce a light as near as possible to an imitation of daylight, resulting in the employment of specially designed fixtures and the use of nitrogen lamps and specially made colored diffusing glass. The building enjoys the advantage of daylight on all three sides by the purchase of a strip at the rear which insures perpetual light and which provides for the approach to the basement of automobiles. All the display fixtures on the floors are restricted to a maximum height of five feet two inches, giving an absolutely open space above the eye line.

The fifth floor is devoted to the internal organization of the store and has three main sections. In the east end are the administration offices, cashier's department,

Continued on Page 234



## Current Notes and Comment.

J. F. Shea of Portland, installed the heating and ventilating system in the Meier & Frank Company building of Portland, illustrated in this issue. This installation cost \$50,000.

The Otis Elevator Company installed the system of escalators in the Meier & Frank Company building, illustrated in this issue, besides putting in all the elevators used. The Otis system of escalators has found favor at the hands of western architects, and is being used quite extensively.

Columbia Wire & Iron Works of Portland, were contractors for the installation of all the ornamental iron work in the Meier & Frank Building, Portland. This contract was the largest of its kind ever let in that city, and the Columbia Wire & Iron Works have been the recipient of considerable praise for their most excellent work in this connection.

Harmonious and pleasant environment in design and layout to the subconscious satisfaction of the buying public is the basic idea in the work of Rolland H. Hess, of Los Angeles, designer of interior store equipment. The result thus secured in Bullock's, Hamburger's, and other stores, of Los Angeles, are testimonials to this idea.

The floors of the Meier & Frank Company building are constructed of flortyle, manufactured by the Trussed Concrete Company of Youngstown, Ohio. The same company also furnished the special steel casement sash in the employees recreation rooms. This is said to be the finest installation of steel sash on the Pacific Coast.

Architect Peter L. Sala has opened offices at 711 Commercial & Savings Bank Building, Stockton.

The architectural terra cotta on the Broadway Department Store, Los Angeles, shown in this issue, was supplied by N. Clark & Sons.

The white enamel architectural terra cotta used on the exterior of the Meier & Frank Company Building, Portland, was manufactured by Gladding, McBean & Company. This company also supplied the terra cotta on Hamburger's Store, Los Angeles.

The Pacific Sewer Pipe Company of Los Angeles, supplied two hundred and sixty five thousand brick in the Robinson Building of that city, illustrated in this issue. The brick are enameled in a mottled gray. This is one of the largest jobs of its kind ever executed in Southern California, and great credit is due the Pacific Sewer Pipe Company for producing such a beautiful brick.

J. B. Losey, northwestern representative for Berry Bros., formerly of the architectural department of that company in San Francisco, has been notified that he has been given the "star" for the month of August, a custom that holds with the company in recognition of that salesman whose record of sales is the largest each month.

Mr. Losey advises us that Berry Bros. have gotten out a special, twenty-four piece sample case of their varnishes, made up of western woods, for the special use of Pacific Coast architects. Architects can secure one of these samples by request at any Pacific Coast branch of Berry Bros.

### LANDSCAPE ARCHITECTURE, AN ART WITH A HISTORY Continued from Page 207

Greece and Rome, from Italy, France and England do we draw our inspiration, but none of their works should we copy, only the principles there determined.

In these domestic problems there are always two main groups or factors of importance; first, the local ones, that is to say, the conditions of topography, existing vegetation, climate, soil, proximity and direction of outside factors affecting the accessibility of the site, and second, the personal factor. Who is the home for? How many are to live in it? Is it to be an all-the-year-round one, or to be used only in the summer or winter? What funds are available for the adjustment of the land and improvement of the landscape? All these and many other things are to be ascertained as a basis from which to proceed. A careful consideration of these two points, the local and the personal, will prevent any sameness of treatment even in similar localities.

As we particularly noted in the case of the design of the Italian villa and grounds, fitness, accessibility as to supplies or material, water and so on, are considered. Provision is made for means of approach both for guests and service. Views or outlook from the site and the aspect of the finished scheme from without are all studied,

and the proportioning of the three vital elements of the design, the entrance, the service and the living or pleasure portions of the grounds are carefully determined, usually the greater area being devoted to the latter. Local topographical and climatic conditions affect all these points as do also the client's personal desires.

From the work of these earlier designers we get inspiration helping us to determine the general character of the special treatment. Shall it be formal or informal, and here is where there should be the heartiest co-operation between the client, the architect of the building and the landscape architect, for manifestly the type of house selected should suit the site as well as fit it, and the best design is that which most comprehensively meets all these conditions. While some sites demand much more emphatically than others rigid formality, almost every house no matter how informal its general character, is composed of rigid straight lines and definite angles. There is therefore almost always correctness in some formality immediately about such a structure. This formality may not go so far as to involve exact symmetry or balance and the gradual cession of any sort of formality, the merging of this sort of design into the free and informal natural surroundings is of the utmost importance in securing that unity and harmony without which no design is successful.

## Glidden's Cement Coating Proves Worth



HEALD'S BUSINESS COLLEGE, SAN FRANCISCO  
Sylvain Schnaittacher, Architect  
Glidden's Liquid Cement on Exterior, Applied 1913



DAVIS-SCHONWASSER COMPANY BUILDING, SAN FRANCISCO  
McDonald & Applegarth, Architects  
Glidden's Liquid Cement on Exterior, Applied 1909

Experts on damp proofing and the covering of the exterior walls of buildings agree that now is a good time to paint them to protect against the rains of the coming season. Glidden's Stucolor Liquid Cement Coating is pronounced a very effective damp proofing and beautiful decorative paint for exterior cement and plastered walls to prevent seepage of moisture, which destroys interior decorations. Such protection and decoration is real economy and adds to the rental value. Time exposure is a fine proof of good exterior paint and Glidden's concrete finishes have stood the test of time, as the present condition of many San Francisco structures prove the high quality of this material. We show on this page a few of such buildings, which have been covered with Glidden's Stucolor, giving the date of application.

Glidden's advanced finishes for

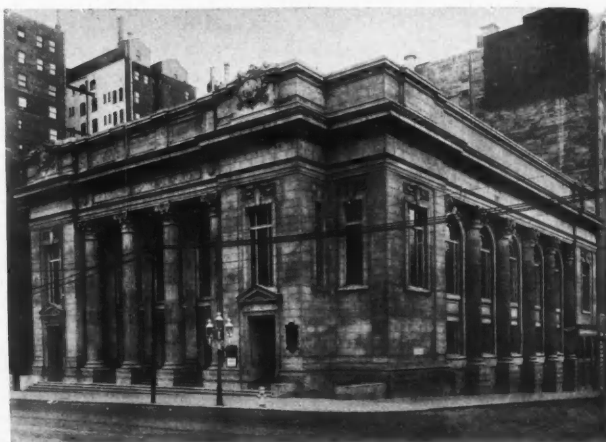


McKENZIE BUILDING, SAN FRANCISCO  
R. W. Moller, Architect—Glidden's Liquid Cement on Exterior, Applied 1913.

exterior and interior plastering surfaces are standards of quality. The Hale Building, illustrated in this issue, is a splendid example of the beauty of Glidden's Stucolor.

Glidden's products are specified and used on the finest hospital institutions, churches, office buildings, schools, residences,—buildings where a durable and lasting finish of first importance. Durability combined with beauty of finish are found in Glidden's products. Many architectural achievements owe something to Glidden for the appearance.

A full stock of Glidden's products are carried in San Francisco by the Whittier Coburn Co., corner Howard and Beale streets. These people are in a position to give the architect advice regarding Glidden's finishes, which has been gained from many years' experience.



FIRST CONGREGATIONAL CHURCH, SAN FRANCISCO  
Reid Bros., Architects  
Glidden's Liquid Cement on Exterior, Applied 1915



OLYMPIC CLUB, SAN FRANCISCO  
John Albert Bauer, Architect  
Glidden's Liquid Cement on Exterior, Applied 1911

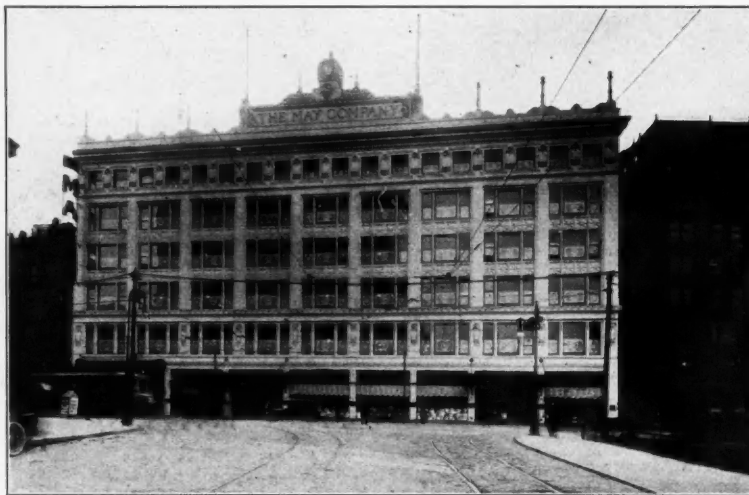
# Development in the Design of Concrete Floor Slabs.

By C. B. HOPKINS

Early in the history of reinforced concrete, designers recognized the necessity of employing long spans for floor slabs to obtain real economy in this, the most important part of building design. Many types were developed, depending on the individual designer; types involving in some, different methods of calculating stresses, in others, various arrangements of slabs, beams and columns, and varied types of reinforcing steel.

Solid concrete slabs with one way reinforcing proved too uneconomical in concrete and steel for long span construction and Hennibee and Norcross, at an early stage in concrete construction, developed systems of placing reinforcing bars in two or more directions so as to economize in concrete and steel. Flat slabs or mushroom types of construction were subsequently developed from these systems. These types of construction still proved uneconomical for light floor loadings and were not adopted to steel frame construction.

Terra cotta hollow tile was next brought into use as a substitute for concrete in lightening the dead load of the floor slab. The use of hollow tile exclusively as a floor slab ended abruptly when our fire of 1906 proved it to be entirely inadequate as a fire resisting material. The combination of hollow tile and concrete joist construction was the next development. Here the hollow tile was simply used as a filler to take the place of useless concrete, thereby reducing the dead weight of construction. The slab became a series of reinforced concrete joists separated by a 12 inch wide hollow tile. This proved to be a rather satisfactory floor slab for spans from 12 to 18 feet and for live loads up



Meyer System Floor Construction  
MAY CO. DEPARTMENT STORE, CLEVELAND, OHIO  
Graham, Burnham Co., Architects

to 125 pounds per square foot and was used extensively.

Designers of this type of construction early discovered that the hollow tile, weighing 35 pounds per cubic foot, could easily be done away with by the substitution of a metal or asbestos floor tile, thereby reducing the dead weight of the slab still further. With the advent of the metal tile, a little investigation proved that the most economical spacing for the joists was 24 to 25 inch centers and with the thin inter-

vening top slab connecting these joists, the full benefit of the tee section was obtained with a minimum amount of concrete and reinforcing steel. This construction proved economical for spans from 12 feet to 25 feet and even 30 feet and for live loads up to 250 pounds per square foot. It can be used with equal economy in connection with concrete frame of steel frame buildings.

It is interesting to note, and seems rather strange that during this economical development all efforts have been directed towards obtaining an economical system of construction, while the type of centering or form-work has remained unchanged. Considering the fact that the

cost of centering is approximately one-third of the total cost of concrete work in buildings, and that it is practically a total loss at the completion of the work, it is a very logical place to introduce economy. Economy in form-work can best be effected by the uses of steelforms made in standard shapes, which effect economy in concrete and steel and efficiency in construction.

With the idea of embodying both economy in type of design and economy in form work, The



Metal Lath and Plastered Ceiling—Meyer System Floor Construction  
MAY CO. DEPARTMENT STORE, CLEVELAND, OHIO  
Graham, Burnham Co., Architects

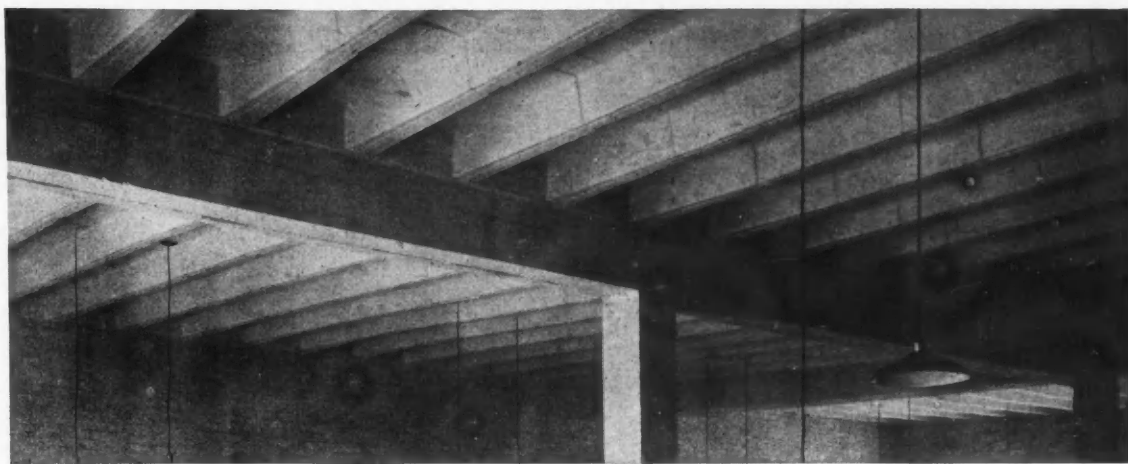


## THE ARCHITECT

Meyer Steelforms were patented and placed upon the market by the Concrete Engineering Company. The accompanying cut shows clearly the use of the Standard Meyer Steelforms and the necessary wood framing for the support of the steelforms.

Steelforms are rectangular-shaped steel molds, open

heavy coat of whitewash or concrete paint. For the better classes of buildings, flat ceilings may be obtained by applying expanded metal lath or wire lath directly to the concrete joists after the Steelforms are removed. When plastered this forms a very desirable hollow, sound-proof floor.



Open Ceiling Construction Resulting from use of Meyer System Metal Forms.

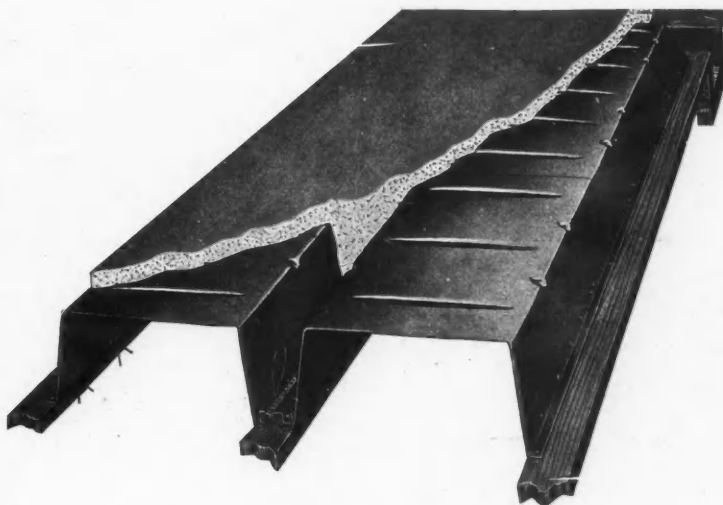
at the under sides and at the ends. The depressed ribs in the top surface and the bottom flange give exceptional stiffness and rigidity. This is of especial importance in supporting the heavy weights and trucking loads which occur during construction. Steelforms are made of the best quality of No. 16 gauge steel sheets, formed into the exact shape by heavy presses. The lower flanges of Steelforms are provided with nail-holes so that they may be accurately placed in position. One-quarter inch round openings are spaced along the sides of Steelforms at six-inch centers to provide for wires or hangers for ceilings. Standard Steelforms are twenty inches wide at the bottom and three feet long and are manufactured in 6, 8, 10, and 12 inch depths. Special steelforms are made in 10 inch and 15 inch widths with the same length and depths as the standard Steelforms. Meyer Steelforms are removable, subsequently allowing re-use on the same building and are offered to the builder on a rental basis, thus effecting maximum economy in concrete construction.

For factory, warehouse and garage buildings, the joists are left exposed, covering them with a

The accompanying cuts show exterior views of the May Company Department Store in Cleveland, Ohio. The Architect adopted the Meyer Steelforms for the floors of this building after careful consideration. The enormous saving in structure steel, the hollow,\* sound-proof floors and the adaptability of the construction for concealing the usually exposed sprinkler pipes led the architects to adopt the Meyer System.

Meyer Steelforms have been in use on the Pacific Coast for the past three years and some of the more important buildings in which the forms have been used are Merchants National Bank Building, F. W. Brown Building and Wilson Apartments, Los Angeles; the Churchill Building and Southern Title and Trust Company Buildings in San Diego; Babbitt Brothers Building, Flagstaff, Arizona; the Morsehead Apartments, California & Mason streets, San Francisco. Many smaller and less noteworthy buildings have been erected using the Steelform type of construction.

The Concrete Engineering Company, owners of this and several other metal form patents, maintain a district office at



Method of Using Meyer System Metal Forms

# Pacific Coast Chapters, A. I. A.

## Annual Review of San Francisco Chapter

In reviewing the year's work of the San Francisco Chapter of the American Institute of Architects, I shall allow the various Committee Reports to stand as a part of this document and will only briefly touch upon them.

**Legislation:** The most important work which the Chapter has been engaged upon is the repeal of the law of the year 1872. This most vicious law, by the combined efforts of the Southern Chapter, the State Board of Education and the Northern Chapter, has been abolished.

Co-operating with the State Board of Architecture the Chapter has rendered able assistance in the Amendment introduced regulating the use of the words "Architect" or "Architectural". This amendment passed the Senate but unfortunately, was not reported out of the Judiciary Committee of the Assembly. The purport of the Amendment was to establish a better interpretation of the use of the words "Architect" or "Architectural." The Amendment states that a person using these words to define or advertise his calling must receive a certificate from the State Board.

It is the Chapter's duty to see that an Amendment probably modeled after that of the New York law be introduced in the next session of the Legislature to cover this subject.

The Chapter was largely instrumental in having Senate Bills 42 and 43 pass the Senate and House which provided a strip of land 300 feet wide bordering the Lincoln Highway where it passes through the Forests between Tahoe and Placerville. These bills although passed by both Houses failed to receive the signature of the Governor.

A Bill was introduced and passed permitting Competition in State work. This Bill, firmly backed by the Chapter, provided for the selection or appointment of an Architect for the State Buildings in San Francisco and in Sacramento by an amendment to the State Engineering Act to the effect that "within the discretion of the authorities an Architect may be selected by appointment or by Competition for State work."

The Committee reports that Amendments to the Tenement House Law has been withdrawn and that the law stands virtually as it was previous to the present year.

An amendment in reference to Hotels and Lodging Houses modeled after the Tenement House Law has been passed with regard to fire escapes, light wells, and yards, but was vetoed by the Governor.

**Competitions:** The program of the Competition for the wing of the San Francisco General Hospital was approved by the Competition Committee.

The program for the Library at Sacramento was approved

by the Competition Committee. This program while not as clear and definite as the Chapter would like, complies with the essentials of the Institute circular of advice and under the difficulties presented by the conditions imposed, is considered by the Board as an achievement whereby a most vicious Competition has been prevented and is now brought under the influence of the Institute.

Other competitions which will be referred to later in this Report are the Bank at Stockton in which members of the Chapter and Institute members participated, and the Competition for an Auditorium at Visalia.

**Art:** The Board has endeavored to create an Art Commission composed of a Committee of the San Francisco Chapter in connection with the San Francisco Artists Society, to create public sentiment and ask the Board of Supervisors for an annual appropriation sufficient to make a start in the movement for the decoration of our public buildings. A similar movement has been established in Chicago with an appropriation of \$5,000.00 per year and the result has been so fortunate that we feel it an opportune time to commence a like movement in our own City.

The Board feels that the Chapter should lend its support to the Constitutional Amendment in the interest of City Planning which provided for excess condemnation of land for Parks, Boulevards, and other Municipal purposes.

A Resolution was adopted by the Chapter congratulating Governor Johnson on the Mural Paintings in the Rotunda of the State Capitol.

**Entertainments:** Two dinners of importance have been given by the Chapter. The first to create a closer relation between the various branches of the Architectural profession—Painters—Sculptors— and ourselves. The second dinner was given as an expression of application of the influence of Beaux Art of Paris.

The Chapter is pleased to record the visit this year of the American Institute of Architects in convention, its purpose being to fully inform the members of our Chapter of the reorganization of the Laws and By-Laws of the Institute, the broad principles upon which the Institute is founded and the necessity for all members of the Chapter to become a part of the Institute. During this convention the proposed By-Laws were carefully discussed point by point at a meeting of the Chapter and a vote was taken of approval and support.

(Signed) W. B. Faville, President,  
San Francisco Chapter, A. I. A.  
October 21, 1915.

## Minutes San Francisco Chapter, A. I. A.

The Annual Meeting of the San Francisco Chapter of the American Institute of Architects was held in the Borgia Room of the Hotel St. Francis on Thursday evening, October 21st, 1915. The meeting was called to order by Mr. Faville, the President, at 8:20 o'clock.

Twenty-seven members were present and Messrs. Guzman Borglum, John Zeile and Arthur Mathews were present as guests of the Chapter.

**Minutes:** The minutes of the meetings held September 16th, October 8th, and October 9th, 1915, were read and approved.

**Standing Committees:** Sub-Committee on Competitions: Mr. Mooser, for the Sub-Committee on Competitions read his annual report, which was ordered received and placed on file.

**Report of Officers:** The Secretary read the annual report of the Board of Directors and of the Secretary and Treasurer, both of which were ordered received and placed on file.

The Chair appointed Messrs. Bakewell and MacDonald to audit the books of the Secretary.

The President read his annual report, which was ordered received and placed on file.

**Special Committees:** Mr. E. A. Coxhead read his annual report, which was ordered received and placed on file.

**Election of Officers:** The next order of business was the election of officers for the ensuing year. There being no other nomination, the Secretary was directed to cast a ballot for

Mr. W. B. Faville for the office of President. Mr. Faville was thereupon declared duly elected President for the ensuing year.

There being no other nomination, the Secretary was directed to cast a ballot for Mr. Edgar A. Mathews for the office of Vice-President. Mr. Mathews was thereupon declared duly elected Vice-President for the ensuing year.

There being no other nomination, the Vice-President cast a ballot for Mr. Sylvain Schnaittacher for Secretary and Treasurer for the ensuing year.

There being no other nomination, the Secretary was directed to cast a ballot for Messrs. Parker and Toepke for Trustees. Messrs. Parker and Toepke were thereupon declared duly elected Trustees for the ensuing year.

**Nomination of Delegates:** Mr. Faville, President, and Mr. Schnaittacher, Secretary, being ex-officio delegates to the next Annual Convention of the American Institute of Architects, it was necessary that nominations be made for two additional delegates. After several nominations had been made, it was duly moved, seconded and carried that all eligible Institute Members be declared nominees of the Chapter as delegates to the next Convention.

**Communications:** From Mr. E. C. Kemper, Executive Secretary of the A. I. A. relative to the election of delegates and alternates to the Convention which meets in Washington on December 1, 2, and 3; from Percy V. Long, President of the California Conference on City Planning, calling at

## THE ARCHITECT

tention to the provisions of Proposition No. 8, which is to be voted upon October 26th, entitled "Condemnation for Public Purposes."

Membership: Mr. David Salfeld having submitted his resignation to the Chapter, owing to his retiring from practice, on motion duly made, seconded and carried, the same was accepted with regret.

New Business: It was duly moved, seconded and carried in accordance with Mr. Cokheda's report, that the President appoint a Chapter Committee on the "Preservation of Natural Beauties and National Monuments."

It was duly moved, seconded and carried that in accordance with a request from the California Conference on City Planning that the Chapter endorse Constitutional Amendment No. 8, and the Secretary directed to advise Mr. Long, the President of the Conference, accordingly.

It having been brought to the notice of the Chapter that it would be proper to suggest to the next Convention of the Institute, that in order to equalize the expense to each Chapter, that the railroad fares of all Delegates to the Convention should be so apportioned that each Chapter would be paying the same amount for each Delegate to the Convention—this apportionment to be made by the Institute.

On motion duly made, seconded and carried, the Secretary

was directed to advise the Institute of this resolution and also that the Delegates to the Convention should be instructed accordingly.

A newspaper clipping having been read bearing on the employment of an Architect for the Sacramento County Hospital, after some discussion, it was duly moved, seconded and carried that a copy of the Circular of Advice be sent to the proper officials.

The Chair announced the appointment of the following committees:

Dinner to be given at the Zeile Studio: Messrs. Howard, Meyer, Applegarth, Coxhead, Headman and Faville.

Committee to interview Mr. B. R. Maybeck to resume his Chapter membership: Messrs. Boese, Schnaittacher, Blohme, Applegarth, Crim and Joseph.

Mr. Faville then introduced Mr. Borglum, who addressed the Chapter on the relation between Sculpture, Painting and Architecture. Mr. Borglum was listened to with great attention and at the conclusion of his remarks, was voted the thanks of the Chapter.

Mr. Arthur Mathews also spoke interestingly on Mural Paintings and was also voted the thanks of the Chapter.

Adjournment: There being no further business before the Chapter, the meeting adjourned at 10:15 o'clock.—Sylvain Schnaittacher, Secretary.

### Minutes of Oregon Chapter, A. I. A.

Minutes of the Annual Meeting Oregon Chapter A. I. A., held at the Chamber of Commerce, Dec., 21, 1915: Meeting called to order by President Doyle with Messrs. Naramore, Doyle, Beckwith, Foulhoux, Allan, Lawrence, Lazarus, Smith, Whitehouse and Holford present. There being no objection, the minutes of the meeting held Sept. 16, 1915, were approved as printed and distributed.

Standing Committee Reports: Municipal Plans and Affairs: Mr. Beckwith reported that Mr. Johnson had attended the organization meeting of the Rose Festival Association. That a temporary organization was effected and that the Chapter was asked to send three representatives at a meeting to be held Nov. 2, 1915. There being no objection the report was approved.

Program and Entertainment: Mr. Naramore outlined the work done during the year. Report approved.

Membership: Mr. Smith reported one new member secured and one other good prospect. Report approved.

Building Laws: Mr. Foulhoux submitted following reports

"I beg to submit herewith the annual report of the Committee on Building Laws of the Chapter:

"The proposed new building code is now nearing completion as the Code Revision Committee at the City Hall has started on the second reading, which should be the final reading of the code by the committee. The Code has been entirely revised, except the section on masonry, walls, stairs, theatres and protection of openings in walls and partitions for which some additional data from the underwriters and eastern cities should be furnished before these sections are taken up.

"The Housing Code is still "pigeon-holed" somewhere at the City Hall, and so far as we know no action is to be taken in the near future. This is to be regretted in view of the enormous amount of work which was devoted to the Housing Code and also to the endorsement which it has received from the Chapter, as well as from other organizations in the city.

"A new School ordinance has been passed, which allows two stories VI class building when there is no basement and when the first story is not more than one foot above grade.

"A fire gong ordinance was proposed, but is now being redrawn by the Fire Marshal as the Ordinance as proposed seemed to favor too much some special apparatus.

The two-story mill building in inner fire district ordinance was voted down by the commissioners, and later an ordinance reducing the inner fire limits was passed by them.

"An ordinance allowing a marquis to extend 40 per cent of the street frontage of a building and not over 75 per cent of the frontage on any one street was passed by the Commissioners.

The Board of Appeal recommended that 3-story workshop or factory buildings be allowed of VI class construction instead of mill construction as heretofore required.

"An ordinance covering sprinkling of basements in the fire limits is under contemplation and is the subject of a special report from this committee presented separately."

I beg to submit herewith Report of the Building Laws

Committee of the Chapter on the proposed Ordinance covering the sprinkling of basements of buildings in the fire limits:

The Basement Sprinkler Ordinance provides that "All buildings except dwellings in the fire limits, two stories or more in height provided with a basement or cellar \*\*\* for storage manufacture or sale of articles or materials of an inflammable or combustible nature shall have such cellars and basements, including space under the side-walk, protected with a system of automatic sprinklers \*\*\* supplied with water from the street water main.

Wherever there are over one hundred sprinkler heads in a system, a Siamese inlet shall be provided for an outside steamer connection. Where there are more than one hundred sprinkler heads in a system, there shall be provided an alarm valve so arranged and installed as to operate a mechanical alarm gong located on the outside of building.

Existing buildings, except fire proof buildings, class I, II, and III of the Building Code \*\*\* shall be provided with a sprinkler system as herein specified within three years from and after the date of passage of this ordinance."

It is estimated by the Fire Department that about 10 per cent of all fires start in basements, but that these fires cause about 25 per cent of the total fire loss.

About 10 per cent of losses due to fires are actually caused by fire, the remaining 85 per cent being from smoke and water damage.

Basement fires are difficult of access and of great danger to firemen, besides causing great smoke danger to occupants of buildings.

Chief Stevens says that if the basement of the Alisky Bldg. had been sprinklered the damage in that fire would probably have been less than \$1000 instead of \$235,000 as reported in the papers.

In Portland last year the fire loss was approximately \$1,800,000. A complete basement sprinkler equipment in Portland would cost \$600,000 to \$800,000 with a chance to save up to \$450,000 a year in fire losses or a possible annual return of over 50 per cent on the investment, in addition to which the underwriters offer a tentative reduction of 5 to 10 per cent in premiums on buildings so equipped.

At this time, when insurance premiums in Portland are not covering fire losses, to say nothing of overhead expenses and profits and insurance companies are considering an increase of rates, is not this safeguard worth advocating?" Report approved.

Competition: Mr. Whitehouse reported that he felt that under the new code there was a much better chance of securing competition on public buildings. Report approved.

Professional Practice: Mr. Lazarus brought up the possibility of new fee arrangement based on cost of draughting and overhead plus fee to architect for personal service. Report approved.

Legislation: No report.

Educational: Architectural League: Mr. Whitehouse went over work of Atelier and stated that in the competition held for prizes offered by Chapter to Atelier and the University of Oregon students in architecture, the University students made a good showing but that the Atelier work was not



## THE ARCHITECT

satisfactory and no first prize was awarded the local body. Mr. Whitehouse suggested co-operation with the Washington Chapter to secure two or three times a year an exhibit of student work that the boys might see how their problems are handled by others. Report approved.

Quantity Survey: Hogue reported that no active work had been done recently. That the city had been well pleased with the partial use of the system of one of the city buildings, but that some of the contractors were not altogether satisfied. Report approved.

Quantity Survey: Holford reported on attempts to secure publication of articles, also called attention to Benson Memorial at Hood River on which Chapter was asked to advise, as a direct result of reprint by the Oregon Journal of an article from the Institute Journal.

Mr. Lazarus, chapter member national committee on publicity, reported an article which he had taken up with the local newspaper that had been done on advertising to secure uniform size of pamphlets, etc. The possibility of making contractors and supply houses appreciate the value of advertising in Journal.

Balloting on application for membership. A count of the ballots showed that Mr. Chas. C. Rich had been elected a member.

Annual address by President Doyle. Moved by Mr. Whitehouse, seconded by Mr. Hogue and carried that the President's address be placed on file and a copy sent to the Journal.

Secretary read a report covering membership condition. Moved by Mr. Hogue, seconded by Mr. Allen and carried that the Secretary's report be filed.

Treasurer, Mr. Foulhoux, submitted report showing balance in bank and dues outstanding. President appointed Mr. Hogue and Mr. Beckwith to audit the treasurer's report and report back to Chapter.

Communications: Letter read from Builders Exchange thanking Chapter for services rendered through Mr. Foulhoux in the work on Oregon Fir Committee.

Letter from Commissioner Dieck acknowledging notification of Mr. Whitney's resignation.

Letter from the Secretary of the Institute asking opinion of Chapter on advisability of discontinuing publication of Proceedings. Moved by Mr. Smith, seconded by Mr. Foulhoux and carried that the Secretary be instructed to write the Secretary of the Institute that it is the opinion of the Chapter that the publication of the Proceedings be discontinued provided a resume of the resolutions adopted by the convention be published in the Journal.

Letter from Minnesota State Chapter telling of the Chapter's activity in establishing an Architectural and Allied Arts Service Department through co-operation with the Minnesota Art Commission. Moved by Mr. Lawrence, seconded by Mr. Beckwith and carried that the Secretary write the Minnesota Chapter congratulating them on their activity in establishing the Architectural and Allied Arts Service Department and in their model housing campaign.

New Business: Moved by Mr. Naramore, seconded by Mr. Foulhoux and carried that the Secretary extend a vote of thanks to the men who furnished automobiles for the outing on the Columbia Highway.

Moved by Mr. Foulhoux, seconded by Mr. Naramore and carried that President Doyle interview Mayor Albee and suggest that he appoint a member to represent the Chapter on the Building Code Revision Committee.

Moved by Mr. Lawrence, seconded by Mr. Allen and carried that the Municipal Plans and Affairs Committee take up the question of billboards along the Columbia Highway with the newspapers with the aim of creating public sentiment against this disfigurement of the beauties of the highway.

Moved by Mr. Lawrence, seconded by Mr. Smith and carried that the new president see that three members of the Chapter are appointed to represent the Chapter at the meeting of the Rose Festival Association to be held November 3, 1915 at the Chamber of Commerce.

Moved by Mr. Lawrence, seconded by Mr. Naramore and carried that Mr. Beckwith be appointed a special committee to assist in collecting subscriptions to the Journal from members in arrears.

Moved by Mr. Lawrence, seconded by Mr. Whitehouse and carried that the Education Committee endeavor to arrange with the University of Oregon Extension Bureau for a course of lectures on architecture and Allied Arts to be given at the Public Library.

Moved by Mr. Foulhoux, seconded by Mr. Hogue and carried that the Chapter recommend the adoption of the proposed ordinance on the installation of sprinklers in basements as drafted by the Building Code Revision Committee.

There being no objection the President appointed Mr. Foulhoux Chapter member of Oregon Fir Committee.

Mr. Lawrence read quotation from letter of Mr. Medary's stating that the 6 per cent rate is not mandatory in competition, the only requirement being that the rate shall be that established by good practice in the community.

Moved by Mr. Hogue, seconded by Mr. Lawrence and carried that the competition committee endeavor to secure competition for the selection of architects for the public schools and public buildings being built throughout the state and that they hold a competition to secure plans for typical school which may be of value to the committee in the smaller communities.

Moved by Mr. Lawrence, seconded by Mr. Lazarus and carried that the new Secretary in conjunction with the Executive Committee, prepare a letter to the County Commissioners along the lines of rough draft herewith submitted as read asking for a competition for the county buildings and offering to furnish assistance in preparing data and judging competition, letter to be signed by the Executive Committee and that the Publicity Committee give the letter to the papers at the proper time.

Mr. Lawrence read a proposed letter to Mayor Albee regarding architectural service on the fire station. Moved by Mr. Lawrence, seconded by Mr. Naramore and carried that the new Secretary and Executive Committee draft and send a letter to Mayor Albee asking consideration in the award of architectural commission for fire stations and that the letter be signed by Executive Committee and given due publicity.

Moved by Mr. Lawrence, seconded by Mr. Lazarus and carried that:

Whereas: The question of nomination for the fellowship grade will probably be called for in the near future, and

Whereas, From the experience of past years the method adopted has not been satisfactory, be it

Resolved, First, That if the Chapter is requested to nominate for the fellowship, the matter will be passed upon as follows:

A letter ballot to be sent out by the Secretary within the next week calling for an expression of opinion as to whether or not the Chapter wishes to nominate anyone for the Fellowship. Accompanying this ballot to be a request that the member enclose a sealed envelope containing his single choice for the nomination (an Institute member by necessity) — these sealed envelopes to be opened by the Ex. Committee within two weeks providing that a majority of the ballots cast indicate a desire to send in a nomination, in which case the member receiving the highest number of votes will be declared the Chapter's choice and the Secretary of the Institute be so notified, and be it

Resolved, That the President appoint a committee of three to draft an amendment to by-laws fully covering nominations for Fellowship, the same to be presented in accordance with the terms of the By-laws governing amendments.

Moved by Mr. Lawrence, seconded by Mr. Beckwith and carried that the Chapter elect three delegates to the annual convention. Ion Lewis, D. C. Lewis, E. F. Lawrence were then nominated. Moved by Hogue, seconded by Mr. Smith and carried that the nomination be closed and that the three nominees be declared elected, and that the secretary be instructed to notify the Secretary of the Institute of their election.

Moved by Mr. Lawrence, seconded by Mr. Allen and carried that the delegates be instructed to cast the vote of the Chapter for the following candidates, whose nomination has been endorsed by the 10 Institute members of the Chapter:

For President, Thomas R. Kimball. For First Vice-Pres., C. Grant LaFarge. For 2nd Vice-Pres., Milton B. Medary, Jr. For Secretary, Burt L. Fenner. For Treasurer, John Lawrence Mauran. For directors, Edwin H. Brown, Ben J. Lubsech and R. Clipston Sturgis.

Moved by Mr. Lawrence, seconded by Mr. Whitehouse and carried that the delegates be instructed to express to the convention by distribution of circulars, etc., the following opinions of the Oregon Chapter in regard to the reorganization of the Institute and other matters:

By-Laws—Members: 1st. That in Art. 1, Sec. 1 and in Art. VII. Section 5, some more definite arrangement be incorporated providing a Junior membership, allowing the students, future Institute members to come closer in touch with Institute ideals and inspiration.

By-Laws, Art II, Sec. 1. 2nd. That the Fellowship grade should not necessarily be confined to a selection from a list submitted by the Chapters. Some Chapters might not wish to pass upon such a very important matter, thus avoiding internal strife and jealousies. It is conceivable that occasionally big men worthy of the fellowship might be deprived of it by pettiness of motives, if the nominations were obliged to emanate from the Chapters.

By-Laws, Art V, Sec. 3. Discipline: 3rd. That the author of charges, or the source of the information on which charges



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## THE ARCHITECT

are preferred should be made public in the review of any case of discipline and should be stated in the notification to the accused.

By-Laws, Art. VIII. Delegates: 4th. That some more equitable method of representation be devised especially when votes are called for in election of officers and matters of policy, and in view of the great distances which separate Chapters some method to make a more fair distribution of costs of delegates' expenses, a pooling method for example, thus insuring the distant chapters of proper representation, which is secured only in the national government by allowing the Representatives their railroad fare, etc.

By-Laws, Art. XII, Sec. 1—Board of Directors: 5th. That a system be devised giving a larger number of Chapters representation on the Board.

6th. Rates: That the question of rates based on percentage of cost of work be eliminated from the Institute's Codes and Documents—the subject handled on a more professional basis—similar to the method adopted by President Sturgis in his own practice—recognizing that the present status of the proper minimum rate is based on a false promise initially weakening public regard for the Institute—lowering the self respect of the members, and causing extreme unfairness to clients, one being penalized for the other's lax

business methods and lack of definiteness in his requirements.

Moved by Mr. Naramore, seconded by Mr. Fouilhoux and carried that the delegates be authorized to exercise their judgment in voting on the constitutional amendments to be presented at the convention.

Election of Officers: Mr. Doyle withdrew his name as nominee for President. Moved by Mr. Hogue, seconded by Mr. Smith that Holford be declared elected president. Mr. Beckwith and Mr. Allen appointed tellers. As result of balloting the following were elected: Vice-President, Chester J. Hogue; Secretary, Jos. Jacobberger; Treasurer, Andrae Fouilhoux.

Mr. Whitehouse withdrew his name as candidate for trustee. Moved by Lawrence, seconded by Mr. Smith and carried that the secretary be instructed to cast the unanimous vote of the chapter for A. E. Doyle, and F. A. Naramore as Trustees.

Moved by Mr. Lawrence, seconded by Mr. Naramore and carried that the committee appointed to prepare amendment on Fellowship be further instructed to prepare an amendment covering method of nominating and electing officers whereby same can be done by letter ballot if possible.

Meeting adjourned.

### Minutes of Washington Chapter, A. I. A.

Digest of minutes of October meeting, Washington Chapter, A. I. A., October 21, 1915.—The postponed meeting was held at the club house of the Seattle Architectural Club, 203 14th Avenue North, which, with its ample accommodations and attractive living room made the meeting one of the pleasantest of the year. It was decided to hold meetings there in the future. Twelve members were in attendance at the meeting.

A discussion as to the advisability of discontinuing the publication of the proceedings of the annual convention of the Institute resulted in a motion to the effect that the proceedings constituted a valuable historical record of interest to each member of the Institute, especially to those

who are unable to attend the conventions, and that the Chapter deprecated the suggested change in printing a digest of the proceedings in the Journal.

Renewed attempts to secure the passage of a State Licensing Law were decided upon, active efforts to be started after the annual meeting.

Mr. Wilcox entertained the members with a brief account of the doings of the Executive Committee at San Francisco, and an interested characterization of the architecture of the Fair, which latter provoked a lively discussion as to the effects and trend of present day architecture which continued after the meeting adjourned.—Arthur L. Loveless, secretary.

#### VISITING ARCHITECTS STIMULATE CHAPTER UNITY

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of the Institute, all architects, students of architecture, and architectural draughtsmen, were invited to be present. The meeting was called to order by Mr. Faville, President of the San Francisco Chapter, who introduced Mr. R. Clipston Sturgis, the President of the Institute, who explained the aims of the Institute in its relation to the profession of architecture and what it is endeavoring to accomplish. The meeting was also addressed by Mr. Mauran and Mr. Fenner. The attendance was 180.

On Saturday morning, October 9th the meeting of the San Francisco Chapter was held in the Rose room of the Hotel St. Francis for the purpose of discussing the new Constitution and By-Laws and the reorganization of the Institute. Mr. Faville presided and the officials of the Institute were present. After a general discussion of the new Constitution and By-Laws, participated in by the Institute Officials and Chapter Members, on motion duly made, seconded and carried, the Chapter endorsed in spirit the proposed changes in the Constitution and By-Laws. The meeting was followed by a luncheon numerously attended by Chapter members and the Institute party.

On Monday, October 11th, the party was tendered an automobile ride by the Chapter, to the various points of interest around the city, after which luncheon was had at the Cliff House. Leaving the Cliff House the party was taken to the Exposition, where at 3:30, in the Court of the Universe a commemorative parchment was presented to the American Institute of Architects by the Exposition

Company. The presentation address was made by Mr. Will Crocker for the Exposition Company and was received by Mr. Sturgis for the Institute. The remarks of both Mr. Crocker and Mr. Sturgis were eminently suited to the occasion and were listened to by quite a gathering of the Architects and their friends.

The party left on Tuesday morning for Del Monte and Santa Barbara and Los Angeles.

The visit of the Institute officials did much to stimulate the affairs of the Institute and the Chapter in San Francisco and was the means of creating a unity of sentiment toward the Institute and its work which augurs well for the future.

#### ARCHITECTURAL TREATMENT OF A MODERN STORE

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mail order department, telephone exchanges and executives' offices. The center section is occupied by the fitting department and an auditorium seating 250 for lectures in the store school for instructing employees in merchandising methods. The west end is occupied entirely by work rooms.

All packages for special delivery are handled by dumb waiters, the appearance of a package on the dumb waiter indicating in itself its requirement of instant service.

Fire protection equipment is complete, from sprinklers to Pyrene extinguishers, while the store has its own alarm gongs, and connection with gongs at the fire department. An auxiliary fire alarm is spotted all over the store, there is watchman's clock protection all over

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